JULY 9, 1956 35c PER COPY

BROADCASTING TELECASTING

COMPLETE INDEX
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25TH year

BUSINESSWEEKLY OF RADIO AND TELEVISION

16% more viewers per rating point!

The dominant station serving Richmond, Petersburg and Central Virginia

	Number of TV homes in Grade B area	TV homes per rating point projected to Grade B area
WXEX-TV	205,000	2,050
STATION B	175,400	1,754
STATION C	174,800	1,748

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

NBC BASIC—CHANNEL 8

Tom Tinsley, President — Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Coverige

Thousands of square miles—190 counties in 5 states—2¼ million people—660,950 families with radios, 98% penetration—and most of those radios, most of the time, are tuned to

WNAX-570

the most effective and economical media buy to cover all of rich Big Aggie Land* where TV means 'Taint Visible—one of the more important markets in the U. S.; ranks 6th in effective buying power. Call your Katz man.

(All right, so we can't spell. But a lot of people with a lot of money to spend sure listen to our radio station—and buy accordingly.)

* BIG AGGIE LAND

WNAX-570 • YANKTON, SOUTH DAKOTA

CBS Radio. A Cowles Station. Under the same management as KVTV, Channel 9, Sioux City, Iowa. Don D. Sullivan, Advertising Director.

TERRE HAUTE is the 69TH TV MARKET!

* CBS REPORT TO FCC. DEC. 1955

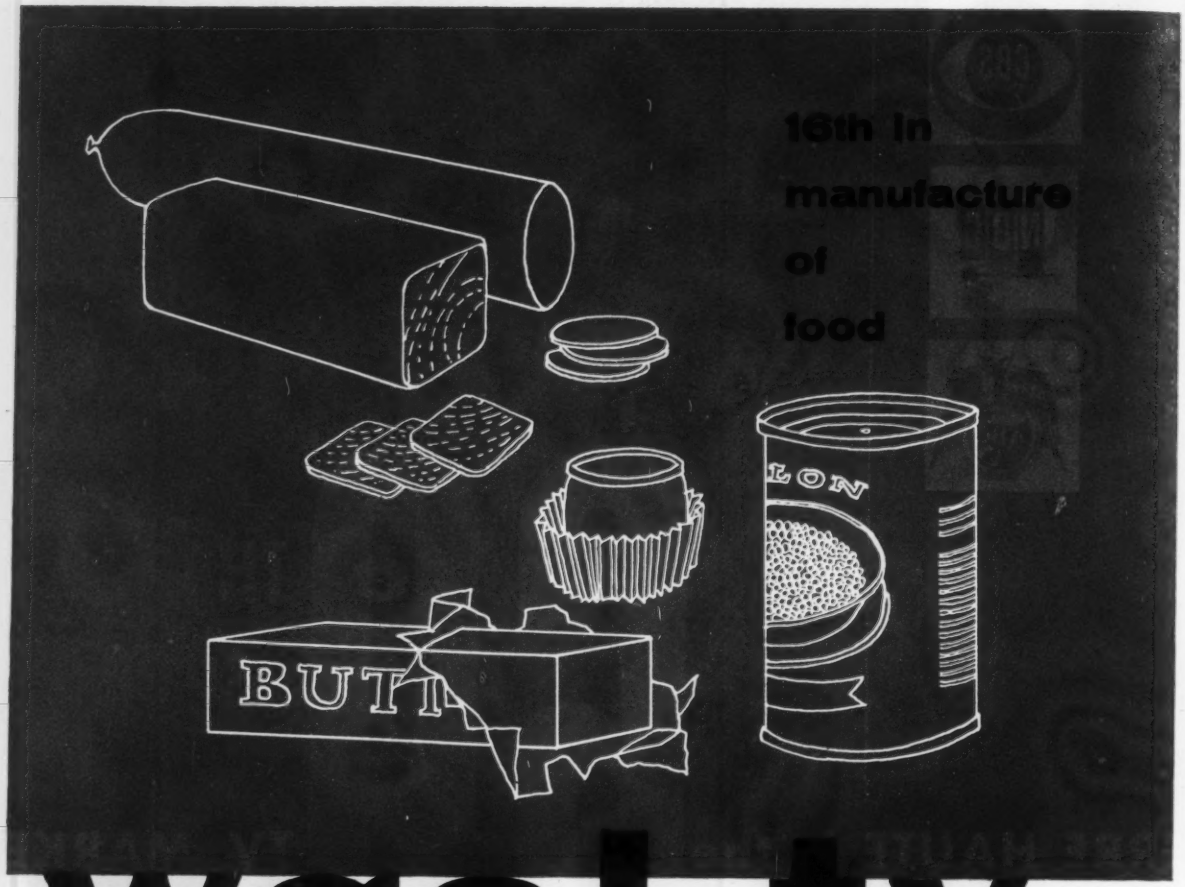
WTHI-TV

CHANNEL 10

Terre Haute, Ind.

You can obtain more information from THE BOLLING CO., New York and Chicago

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

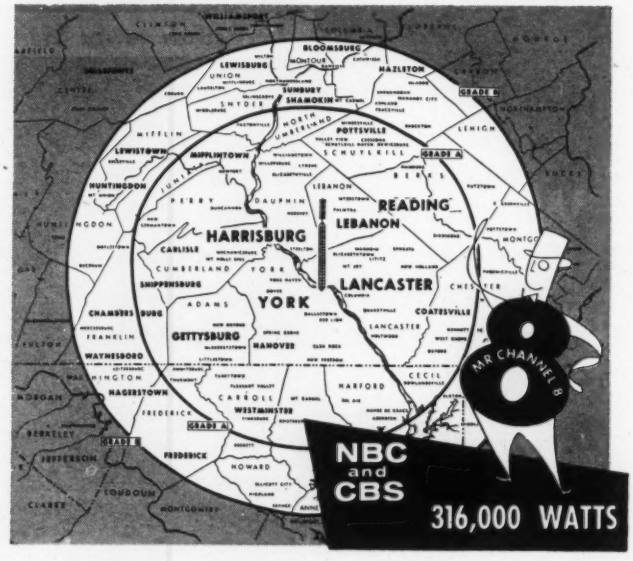


wgal-tv

LANCASTER, PENNA.
NBC AND CBS

Among the television markets foremost in the manufacture of food and kindred products, the Channel 8 Multi-City Market ranks sixteenth, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power" —May 10, 1956*) Food manufacturing is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market of first importance in your advertising planning.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

closed circuit

SCHISM • Look for announcement this week that Westinghouse Broadcasting Co. radio stations will cut away from NBC—at least to extent of independent operation during daytime. WBC stations expected to make move are WBZ Boston, KYW Cleveland, WOWO Fort Wayne and pioneer NBC affiliate—KDKA Pittsburgh. WBC for some time has been critical of NBC Radio operations.

B•T

FULL PLANS for NBC Radio's successor program to substitute for Monday-Friday Weekday *service which goes off air July 27* [AT DEADLINE, *July 2*] *are expected to be revealed this week. In addition to already-known plan to program* Bandstand *(to feature name bands and to start July 30) for two hours in morning, NBC understood to be aiming dramas, daytime serials and music for afternoon two-hour segment now occupied by* Weekday. *Afternoon portion, like morning* Bandstand *probably will be sold on same basis as* Weekday*: one-minute, 30-second, and six-second participations with compensation to stations also on* Weekday *basis.*

B•T

INTROSPECTION • Crosley Broadcasting Corp., subsidiary of Avco, is getting organizational once-over from Paul Mulligan & Assoc., New York, management consultants, as part of over-all Avco appraisal ordered by Chairman-President Victor Emmanuel. Firm has been in Cincinnati about fortnight, and has just completed appraisal of appliance and electronic divisions.

B•T

BBDO, New York and its client, General Mills, Minneapolis, are huddling with all three tv networks for half-hour evening time, for start in fall. General Mills is expected to buy new Louis G. Cowan Productions quiz show package, One Giant Step.

B•T

STILL LOOKING • Whether anything comes of it or not, Senate Permanent Investigating Committee is pursuing its study of purported influence in tv cases by Murray Chotiner, former campaign manager for Vice President Nixon. While only one case —involving ch. 12 in Fresno—so far has been mentioned, it's whispered that others also are being scrutinized. As for Fresno (grant went to KFRE over KARM but FCC has proposed deintermixture of market), committee counsel still are conducting inquiry, subpoenaing new records in effort to ferret out further information.

B•T

SUBSCRIPTION TELEVISION interests aren't happy about NBC's purchase of five-year rights to World Series and All-Star baseball games (see story, page 79). That deal and NBC's solid arrangement for broadcasts of Rose Bowl football games deprive toll tv advocates of top sports events on which they were counting as major box-office attractions if and when subscription tv were authorized.

PLOT THICKENS • Philadelphia federal grand jury has added executives of RKO Teleradio Pictures Inc. to list of witnesses in its investigation of NBC-Westinghouse station exchanges [B•T, July 2, June 25]. Jury subpoenaed RKO Teleradio for information regarding reported conversations with NBC to acquire Teleradio's WNAC-TV Boston.

B•T

MEANWHILE NBC-RCA executives were said to be under order to appear before same grand jury this week. Those on list were said to be Brig. Gen. David Sarnoff, RCA chairman; Robert W. Sarnoff, NBC president; Joseph Heffernan and Charles R. Denny, NBC vice presidents.

B•T

ACTORS IN OWNERSHIP • Transcontinent Television Corp., which recently acquired WSVA-AM-TV Harrisonburg, Va., and awaits FCC approval of its application for WHAM-AM-TV Rochester, N. Y., from General Dynamics Corp. for $5 million, is about to acquire show business glamour in its corporate structure. Robert Montgomery, who doubles as President Eisenhower's tv coach; Franchot Tone, whose father is senior vice president of Carborundum Co. of Niagara Falls, and Ray Bolger, Hollywood-Broadway personality, are in process of becoming minority investors in Transcontinent, which plans to expand its tv holdings. President and operating head of Transcontinent is David C. Moore, (for ownership, see B•T, April 2).

B•T

TOTAL of 300,000, or 10-fold number of color tv sets that existed last Jan. 1, now being projected by NBC's planning and research department for next Jan. 1. NBC's figures, which are circulated to advertisers and agencies, also forecast one million sets by Jan. 1, 1958, 12.5 million by 1961.

B•T

DEED IS DONE • Formal contract was signed in New York Friday whereby Crowell-Collier Pub. Co. acquires KFWB Hollywood from Harry Maizlish for stock, cash and notes amounting to about $2,350,000, highest price on record for regional outlet. Paul Smith signed as president of newly formed KFWB Broadcasting Corp., with Mr. Maizlish to become vice president of Crowell-Collier upon FCC approval of transaction, for which application will be filed this week. (See story, page 58.)

B•T

ABC is in quandry regarding political convention coverage in some top U. S. markets, among them Pittsburgh, St. Louis, Boston. Limited vhf stations in those cities owe primary allegiance to CBS and NBC. ABC had plan to get its coverage into these markets by tie-in with educational vhf outlets, but when non-commercial ch. 13 KETA (TV) Oklahoma City withdrew its petition, FCC unanimously refused to "entertain" ABC-only request to waive rules permitting educational outlets to carry full ABC coverage, commercials and all. Situation is now at impasse as ABC seeks another educational station to participate in its petition to FCC.

B•T

BROADCASTERS AT BAT • Insiders are betting that new ownership of Detroit Tigers will be broadcast-connected, what with three of eight bids having radio-tv aspects. Among bidders are syndicates which include George B. Storer, president of Storer Broadcasting Co.; John E. Fetzer of Fetzer Broadcasting Co. and Fred Knorr, WKMH Dearborn, with associates; and Harold F. Gross, WJIM-AM-TV Lansing and associates (see story, page 70).

B•T

HOT POTATO coming up before FCC this week involves many uhf grantees who haven't yet begun to build. Commission at beginning of year threatened to make uhf grantees applying for extensions show some signs of building; this was postponed last January to July 16. Big question now is should Commission be lenient about extensions, since uhf future is still uncertain, or should it begin to crack down on grounds future of uhf is assured by Commission's allocations report two weeks ago. One element in favor of crackdown, according to some staff sources, is that deletion of few uhf grants here and there might permit uhf channel switches to be made without show cause and other legal motions.

B•T

GIVING IT AWAY • Radio-tv women's commentators seem to be fair game for free product plug pitches in beauty preparation field. Another example comes to light involving Noreen Inc., Denver manufacturer of color hair rinses and other products. Noreen has followed lead of Helene Curtis Industries in soliciting commentators for free product mentions in guise of news [B•T, June 18] sending scripts to over 110 radio-tv stations in medium and large size markets. Acceptance is described as good, with three stations showing interest for every two not returning cards. Neither Noreen nor Beauty Products Ltd., distributor organization, both headed by Harry L. Baum Jr., is using paid broadcast time. Agency is Bradley Lane Adv., Denver.

B•T

MANEUVERING and marketing strategy were involved in recent purchase by Pabst Brewing Co. of It's Polka Time, *starting on ABC-TV Friday. Pabst originally wanted to take WBKB (TV) Chicago show in only two or three markets but finally agreed to buy it on 19 ABC-TV (northeastern leg) stations on seven months' test basis. If it proves successful, Pabst is represented as willing to pick up property for 52 weeks under three-year pact. In discussions, which involved Leo Burnett Co., Pabst agency, was ABC President Robert E. Kintner.*

4 looks at the way Kansas City listens

All agree: It's WHB

March-April, 1956
Metro **Pulse:** WHB 1st
360 out of 360
¼ hours in and out of home,
Mon.-Fri. 6 a.m.-midnight

Latest available
Area **Pulse:** WHB 1st
263 out of 288
¼ hrs. . . . with 25-2nd place
¼ hrs., Mon.-Sat., 6 a.m.-6 p.m.

March, 1956
Area **Nielsen:**
WHB 1st
every time period,
1st all day and night
42% share of audience
Mon.-Sat. 6 a.m.-midnight

Feb.-May, 1956
K. C. **Hooper:** WHB 1st
248 out of 260 ¼ hrs.
1st all day with
43.5% share of audience
Mon.-Fri. 7 a.m.-6 p.m.
Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB 10,000 watts—710 kc
Kansas City

* *Transfer subject to FCC approval.*

MID-CONTINENT BROADCASTING COMPANY
"The Storz Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WQAM,* Miami
Represented by
John Blair & Co.

at deadline

ATTACKS ON VHF GRANTS RENEWED FOLLOWING FCC'S ALLOCATIONS REPORT

IN WAKE of FCC's allocations report, three requests were filed in U. S. Court of Appeals in Washington to rehear arguments in deintermixture cases involving Madison, Wis.; Evansvills, Ind., and Albany, N. Y.

At same time Friday, Commission issued final decisions changing allocations in Nashquitsa (Martha's Vineyard), Mass.; Pueblo-Alamosa, Colo.; Clarksdale-Greenwood, Miss.; Calumet-Marquette, Mich., and Clarkston, Wash.; issued proposals to change assignments in Youngstown-Pittsburgh-New Castle, Pa.; Woodward-Elk City, Okla., and Anderson-Indianapolis, Ind.; and denied petitions seeking changes in Roswell-Artesia, N. M., and Houma, La.

Court pleadings were filed by ch. 27 WKOW-TV Madison seeking rehearing on its appeal against FCC ch. 3 grant to WISC-TV there; by ch. 62 WFIE (TV) Evansville asking to be reheard in its appeal against FCC ch. 7 grant to WTVW (TV) there, and by ch. 35 WTRI (TV) Albany, N. Y., asking further argument in its appeal against allocation of ch. 10 to Vail Mills, N. Y. FCC was upheld in its right to issue vhf grants in court's decision last month [B•T, June 11].

Essence of pleadings in Madison and Evansville cases is that FCC has "effected a dramatic about-face." Originally Commission said deintermixture was nationwide problem; two weeks ago it proposed 13 individual deintermixtures including Madison and Evansville. It also has issued vhf grants in Peoria and Springfield, Ill., but forbade construction pending outcome of deintermixture proposals in those cities. Thus, say Madison and Evansville uhf stations, FCC should withdraw grants in those cities, or at least modify them so stations can't begin operating. They asked court to reverse last month's ruling and remand case to FCC.

WKOW-TV also officially protested to FCC June 20 grant of special temporary authority for commercial operation to WISC-TV in Madison; asked also that Commission suspend STA or move WISC-TV to ch. 21 or other uhf channel pending outcome of deintermixture petition. WISC-TV now operating on regular schedule. WTVW in Evansville is scheduled to begin commercial operation in September.

WTRI Albany asked court for further argument in order to acquaint it with new aspects of Vail Mills, N. Y., ch. 10 drop-in. FCC has proposed to delete ch. 10 from Vail Mills. Decision still awaited from court.

Final decisions changing table of allocations were made in following (see story, page 52):

- Ch. 6 to Nashquitsa (Martha's Vineyard), Mass.
- Ch. 3 moved from Pueblo to Alamosa, Colo.
- Ch. 6 moved from Clarksdale to Greenwood, Miss.
- Ch. 13 moved from Calumet to Marquette, Mich.
- Chs. 34 and 40 allocated to Clarkston, Wash.

Proposals included following, with comments due Aug. 31:

- Ch. 33 in lieu of ch. 73 in Youngstown; ch. 22 in lieu of ch. 47 in Pittsburgh, and/or ch. 45 from New Castle, Pa., to Youngstown, Ohio.
- Ch. 8 moved from Woodward to Elk City, Okla.; ch. 35 to replace ch. 8 in Woodward.
- Ch. 26 in lieu of ch. 61 in Anderson, Ind.; ch. 77 for ch. 26 in Indianapolis.

Requests to move ch. 10 from Roswell to Artesia, N. M., denied as was petition to assign ch. 11 to Houma, La. In latter case, FCC said, petitioners can file comments in New Orleans deintermixture case.

RKO Pathe Integrates East, West Studio Units

INTEGRATION of production facilities of RKO Pathe studios on East and West Coasts for making of motion pictures for tv by RKO Pathe-Tv, division of RKO Radio Pictures, is being announced today (Mon.) by Fred Ahern, supervisor of tv operations, after two weeks of conferences at RKO's home office in New York. Details were worked out by Daniel T. O'Shea, RKO's president; Jay Bonafield, head of RKO-TV in East; Mr. Ahern, and Douglas Travers, production executive.

In new setup, production staff at New York will have access to optical and camera effects of west coast studio, along with personnel and technical facilities of art and hairstyling departments and 10 fully-equipped sound stages. Mr. Ahern said RKO Pathe-Tv will produce tv series, single programs of varying lengths and commercials ranging from spot announcements to "extended advertisements." (Both studios also are engaged in commercial and industrial movies). Facilities at RKO Pathe-Tv in East will be made available to outside tv film producers when not being used by RKO, similar to arrangement now in effect on West Coast.

More Changes at KNX-CPRN

GORDON MASON, program promotion manager for KNX Los Angeles and Columbia Pacific Radio Network, named national sales representative in KNX-CPRN sales department, succeeding William Weller, promoted to account executive earlier in week (story, page 80). Robert M. Fairbanks, formerly sales promotion assistant at KNX-CPRN, succeeds Mr. Mason with new title of merchandising manager.

FIRST PLUNGE

CLOROX CHEMICAL Co. (Clorox), Oakland, Calif., planning to use television for first time with estimated $2 million budget allocated for campaign starting July 22 in over 38 markets. Its agency, Honig & Cooper Co., San Francisco, is planning to clear station list beginning this week. Television Bureau of Advertising has been known to have worked closely with agency and advertiser for past year.

• BUSINESS BRIEFLY

TEST FOR TULIPS • Associated Bulb Growers of Holland, N. Y., said to be considering radio for first time this fall, through Anderson & Cairns, N. Y. Importer of Dutch tulip bulbs plans to launch three-week spot radio test campaign at height of planting season in four to five as yet undetermined markets.

PAID PLUGS • Metro-Goldwyn-Mayer ("Somebody Up There Likes Me" film), N. Y., launching heavy radio-tv spot campaign in all major metropolitan markets, July 16 through August. Agency: Donahue & Coe, N. Y.

COLD SEASON • Gold Medal Candy Corp. (Cocilana Co.), Brooklyn, N. Y., for new medicated cough drops (Cocilana Cough Nips) through Emil Mogul Co., N. Y., planning to utilize radio spot participations on personality programs, starting this fall. Initial distribution and advertising for product will cover New York, New Jersey, Pennsylvania, Massachusetts and Connecticut. (For other cold remedy business, see page 33.)

TV FOR ANTENNAS • Foster & Davies, Cleveland, will place tv spot campaign for Alliance Tennarotor (rotating antenna for tv sets), starting in August on stations carrying political coverage of conventions and election. Fuller & Smith & Ross, Cleveland, was incorrectly identified as Tennarotor agency in B•T July 2.

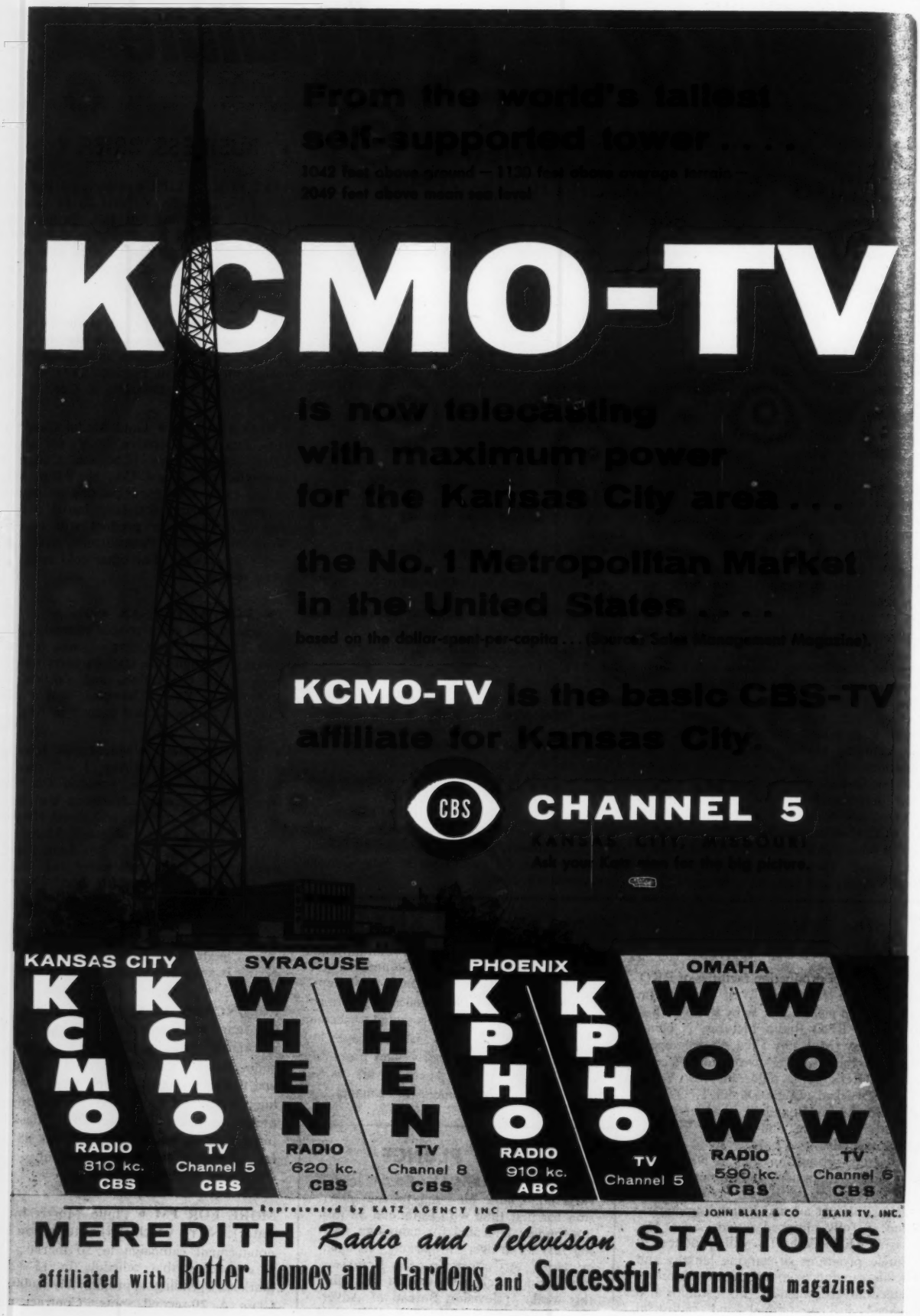
TWO FOR MJ&A • MacManus, John & Adams, N. Y., effective Aug. 1 will receive two new accounts—Riggio Tobacco Co.'s Regent Size cigarettes, with advertising budget of approximately $2 million, and Good Humor Co., with estimated budget of nearly $1 million. H. L. Hartman Co., N. Y., has been agency for Regent and David Mahoney Inc. (absorbed by MJ&A) was agency for Good Humor.

JELL-O IN 80 • General Foods (Jell-O), N. Y., planning three-week radio spot drive starting Aug. 1 in about 80 markets. Young & Rubicam, N. Y., is agency.

REMINGTON BUYING • Remington Arms Co. (guns and ammunition), Bridgeport, Conn., reportedly ordering 10-week spot tv campaign on 50 stations, starting in September and using two participations per week on hunting, fishing and sports shows. Remington also preparing spot radio campaign in Alaska, using three announcements per week on six stations for 22 weeks, starting end of July. Agency: BBDO, N. Y.

MORE FOR PM • Philip Morris Inc. (cigarettes), N. Y., which started television spot announcement campaign in 50 markets July 1, is expanding that schedule in 15 additional markets, spending approximately $600,000 for Class A 20-second spots. Contract runs for 52 weeks. TvB has long been proposing expansion for Philip Morris, and had compiled

(Continues on page 9)


From the world's tallest self-supported tower . . .
KCMO-TV
is now telecasting with maximum power for the Kansas City area . . .
the No. 1 Metropolitan Market in the United States . . .
KCMO-TV is the basic CBS-TV affiliate for Kansas City
CBS
CHANNEL 5
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC
JOHN BLAIR & CO
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Sindlinger Reports Again On Allen-Sullivan Duel

STEVE ALLEN improved his competitive position against Ed Sullivan substantially in second clash of their Sunday evening tv shows July 1, but Sullivan still outdrew him, according to data collected last week by interviewers of Sindlinger & Co., who calculated that Sullivan show got 54% of combined audience and Allen program 46%, due largely to 10,661,000 channel-hoppers who spent most of hour with Allen but switched to Sullivan for some of time. This backed up Sindlinger prediction made before broadcast [B•T, July 2].

Asked about Trendex rating report, which gave edge to Allen with rating of 20.2 to Sullivan's 14.8, Albert E. Sindlinger, president, told B•T that his survey covered entire country, but that if only major markets were considered his finding would be reversed as Allen is most popular in larger cities. For yesterday's telecasts, Mr. Sindlinger Friday estimated Sullivan would have total of 25,492,000 viewers and Allen total of 18,023,000.

Closed-Circuit Tv System To Pre-Test Shows, Spots

CLOSED-CIRCUIT system for pre-testing tv programming and commercials with viewers at home will be launched on July 17 when Telestudios Inc., New York, will send its initial program to group of 500 families in Wave Crest Gardens, middle income housing development in Far Rockaway, Queens, L. I. Participating in program will be Kenyon & Eckhardt, Leo Burnett and third advertising agency still to be determined (also see story page 34). George Guild, Telestudio's president, believes his closed circuit audience research system is only one to pre-test complete family units at home within framework of their regular tv viewing habits.

Stevens Named Partner In McKenna & Wilkinson

APPOINTMENT of David S. Stevens as partner in McKenna & Wilkinson, Washington, D. C., communications law firm, was announced Friday by James A. McKenna Jr., senior member. Firm name will be unchanged.

Mr. Stevens joined M&W three years ago from FCC where he was chief of New & Changed Facilities Branch, Aural Facilities Div., Broadcast Bureau.

KVVG Resumes Operation

KVVG Tulare, Calif., has resumed normal operation following unexpected padlocking Tuesday afternoon by Treasury agents for delinquent taxes, General Manager Ron Freeman told B•T Friday. He said station had planned to pay taxes at end of quarter and at no time has refused to pay. He noted that Internal Revenue official at settlement Thursday (when KVVG returned to air) learned Treasury failed to credit April payment made by station on total $5,500 due.

KVVG has application before FCC for transfer of 100% ownership from Joseph J. Justman and M. B. Scott Inc., Beverly Hills agency, to James Stacy, movie producer [B•T, July 2].

TWO TO GO

ONLY two more FCC meetings scheduled before Commission recesses for summer hiatus. Originally last FCC meeting before recess was scheduled for Aug. 1, with resumption Sept. 5. New schedule sets July 18 as last meeting and resumption Aug. 29. Majority of Commission traveling to San Francisco week of July 22 to attend annual convention of National Assn. of Railroad & Utilities Commissioners. These include, it's understood, Chairman McConnaughey and Comrs. Doerfer, Mack, Bartley and Hyde. There will be one commissioner on duty to handle routine and emergency matters during recess.

BUSINESS BRIEFLY

(Continues from page 7)

special research to show advantages in delivering extra homes. N. W. Ayer & Son, N. Y., is agency.

CO-SPONSORS • Toni Div., Chicago, of Gillette Co., Boston, to co-sponsor *Big Story* with American Cigar & Cigarette Co. (Pall Mall) on alternate Fridays, 9-9:30 p.m. EDT, on NBC-TV, starting July 13. North Adv., Chicago, is Toni's agency; Sullivan, Stauffer, Colwell & Bayles, N. Y., is Pall Mall's.

DAYTIME TV • Alberto Culver of Hollywood (V-05 hairdressing), Calif., has purchased 13 alternate Tuesday quarter-hours of *It Could Be You* (Mon.-Fri., 12:30-1 p.m. EDT) and *Modern Romances* (Mon.-Fri., 4:45-5 p.m. EDT) on NBC-TV, starting Oct. 9. Agency: Geoffrey Wade, Chicago.

DAYTIME RADIO • The Nestle Co. (instant coffee), White Plains, N. Y., set to launch daytime spot radio campaign shortly in 12 major markets, using up to 20 spots per day in some markets. Campaign to run 5-7 days per week, depending on market. Agency: McCann-Erickson, N. Y.

UNDERWOOD TO K&E • William Underwood Co. (deviled ham, other canned products), Watertown, Mass., with $500,000 radio-tv budget, originally scheduled to go from BBDO, Boston, to Hermon W. Stevens Adv., same city, July 31, is expected instead to appoint Kenyon & Eckhardt, Boston. Frank S. Christian, vice president at Stevens, to K&E as regional manager, succeeding Norman McKenzie, resigned. Ellen Stillman, account executive on Underwood at Stevens, also joins K&E. Merchants National Bank also will join K&E.

ON THE MARKET • NBC-TV understood to be offering six weeks of co-sponsorship of *Buddy Hackett Show* to advertising agencies in attempt to solve problems involving Helene Curtis. Although Curtis had been signed as co-sponsor with American Cigar & Cigarette Co. (Pall Mall), latter objected to one of Curtis' products (Stopette, a deodorant). Now Curtis wants to get out for budget reasons.

PEOPLE

MARTIN F. BENNETT, director of RCA regional operations since October 1954, elected vice president in charge of merchandising at RCA, it was announced Friday by Brig. Gen. David Sarnoff, RCA board chairman, following meeting of board. Mr. Bennett will be responsible for distribution and regional offices of RCA, advertising and sales promotion, as well as economic planning.

CHARLES F. HUTCHINSON, executive vice president, Chambers & Wiswell Inc., Boston, has left that agency and is setting up his own firm there. It's understood that Mr. Hutchinson's new agency already has "half a dozen" accounts, several of which are accompanying him. Details expected to be announced shortly.

APPOINTMENTS of **SEYMOUR (HAP) EATON, RICHARD A. BALDWIN** and **ROBERT B. BERSBACH** as regional sales supervisors for NBC-TV Films to be announced Monday by Edward A. Montanus, central sales manager. Mr. Eaton has been assigned to north central area; Mr. Baldwin to south central and Mr. Bersbach to Chicago.

ADDITIONS to staff of Norman, Craig & Kummel, N. Y., include: **JAMES M. SHIVAS,** formerly with WABD (TV) New York, as agency radio-television producer; **THOMAS STAFFORD,** formerly with Remington Rand, to Ronson account group; **WILLIAM G. BAKER,** to marketing department, and **L. J. McGRADY** assigned to Toledo as Willys account executive.

DONALD DAVIS and **VICTOR SACK** to Kenyon & Eckhardt, N. Y., as account executive and producer, respectively, in commercial production department.

A. W. FARGO JR., vice president and account executive, Charles W. Hoyt Co., N. Y., elected chairman, New York council, American Assn. of Advertising Agencies, succeeding **BRYAN HOUSTON,** chairman of Bryan Houston Inc., N. Y., who resigned from council following election to AAAA board.

JOHN T. SHANNON, account executive, Kenyon & Eckhardt, Friday appointed vice president and regional manager in agency's new Atlanta office.

GEORGE B. RICHARDSON, account executive, Young & Rubicam, San Francisco, elected vice president and account supervisor.

LOUIS L. ERGMANN, radio-tv director since 1951, Robert W. Orr & Assoc., Friday elected vice president in charge of radio-tv.

THOMAS F. O'NEIL, board chairman of RKO Teleradio Pictures and Mutual, will be subject of cover story in July 16 issue of *Newsweek* magazine.

FCC Takes Back Leesburg Am

FCC Friday rescinded its June 6 grant of new am at Leesburg, Va., to Richard Field Lewis Jr. Commission, in setting aside grant (1290 kc, 1 kw daytime), said that there was indication of interference between Lewis station and proposal of WHVR Hanover Pa. (1280 kc, 1 kw local sunset, 500 w nighttime directional), to increase daytime power to 5 kw, now in hearing. Mr. Lewis had petitioned to intervene in WHVR hearing.

the week in brief

RADIO SPOT ON INCREASE

Monthly spot radio billings report launched by Station Representatives Assn. shows May 1956 27% ahead of May 1955, with first five months of this year up 17% over same period of last year 31

COLOR'S ON ITS WAY

Gerald W. Tasker, research vice president of Cunningham & Walsh, tells B•T that color set sales will boom in 1957 and by 1958 color tv will "assume importance as an advertising medium" 32

COLD REMEDIES MAP CAMPAIGNS

Increased use of radio and television for cold remedy advertising seen as fall campaigns are planned 33

AGENCIES PRE-TEST TV FARE

N. W. Ayer sets up a color laboratory, Kenyon & Eckhardt develops a portable testing machine and BBDO installs a closed circuit video system, all with purpose of trying out tv programs or commercials before they are broadcast 34

THE MEANING OF RATINGS

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coming in b•t THE TEXAS MARKET STORY
Another in B•T's continuing series on U. S. economic development . . July 23

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BROADCASTING • TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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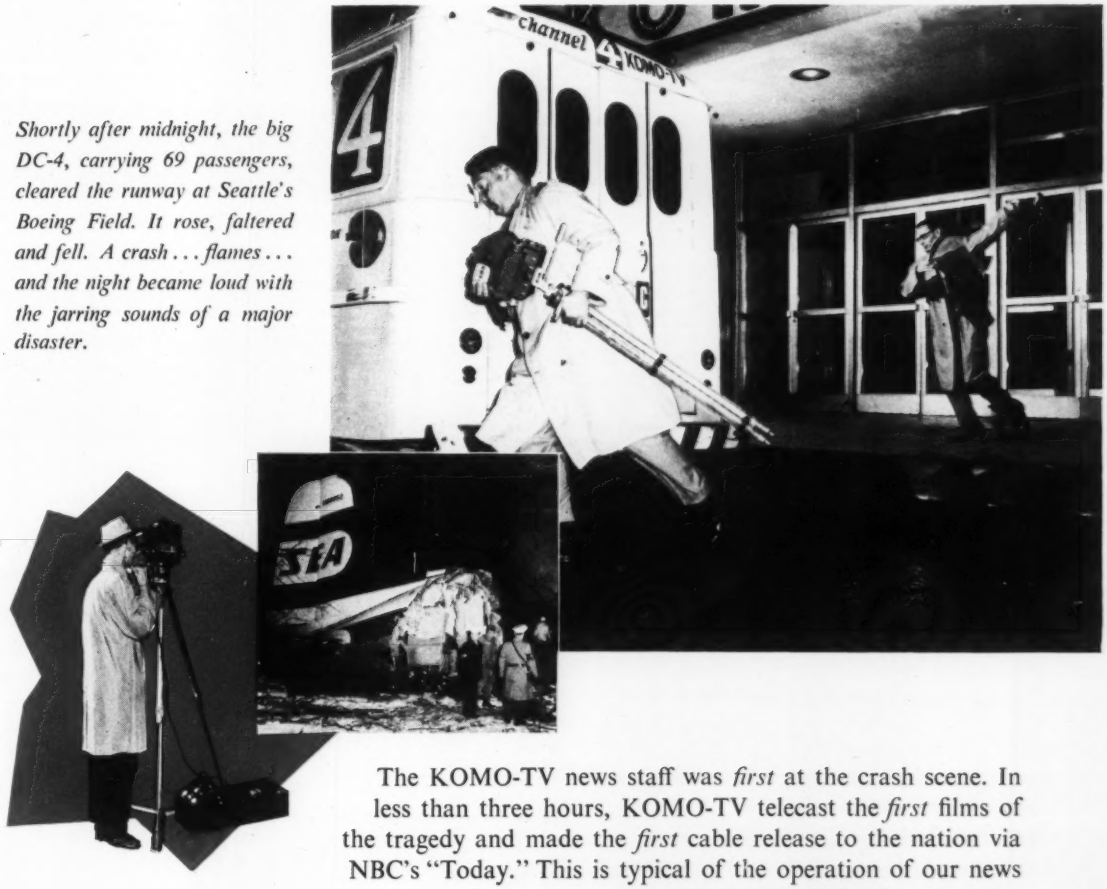
LEADERSHIP... a recognized responsibility at **KOMO-TV,** Seattle

Shortly after midnight, the big DC-4, carrying 69 passengers, cleared the runway at Seattle's Boeing Field. It rose, faltered and fell. A crash... flames... and the night became loud with the jarring sounds of a major disaster.



The KOMO-TV news staff was *first* at the crash scene. In less than three hours, KOMO-TV telecast the *first* films of the tragedy and made the *first* cable release to the nation via NBC's "Today." This is typical of the operation of our news department and results in the distinctive television daily news feature "Deadline."

But the quality of KOMO-TV leadership extends beyond "firsts." Speed and ingenuity must be matched with completeness and accuracy. Pioneering with money and ideas is important, but program quality, with accent on the vital area of public interest is still most important... to us and, we believe, to our audience.

The Western Washington audience appreciates this type of programming. They respond by placing their hard-won confidence, trust and goodwill in KOMO-TV. Advertisers receive a definite advantage by the transference of this self-same confidence to their product... and benefit accordingly.

This is the story of leadership.

for greater influence KOMO TV in Seattle and Western Washington

CHANNEL 4 NBC *the COLOR station*

SOLD BY NBC SPOT SALES

Ziv proudly presents...TV's

LEADING TV ADVERTISERS RUSH TO SIGN!

Already bought by:

COORS BEER . . . in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas
HEKMAN BISCUIT . . . in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima
NEHI BOTTLING . . . in Grand Rapids
SEALY MATTRESS . . . in Toledo, Lima
BLUE CROSS . . . in Buffalo

KSL-TV . . . Salt Lake City
KOPO-TV . . . Tucson
KOB-TV . . . Albuquerque
KPHO-TV . . . Phoenix
KBOI-TV . . . Boise
KTTV . . . Los Angeles
. . . and others.

America's

"DR. C

His office a CROSSROAD OF ADVENTURE!

People from ALL WALKS OF LIFE SEEK HIS HELP!

MAO

in the exc

Warm! Friendly!

The kind of man you'd want for your family physician and friend!

...'s NEWEST HERO!

...ica's Favorite Family Show!

...CHRISTIAN"

PULSATING with new **EXCITEMENT**

PACKED with new **ADVENTURE**

SPARKLING with new **ENTERTAINMENT**

Starring

...ONALD CAREY

...exciting role of Young "Dr. Mark Christian"

SO TRUE-TO-LIFE YOUR VIEWERS "LIVE" EVERY MOMENT!

PRODUCED IN ZIV's LAVISH BIG-TIME WAY!

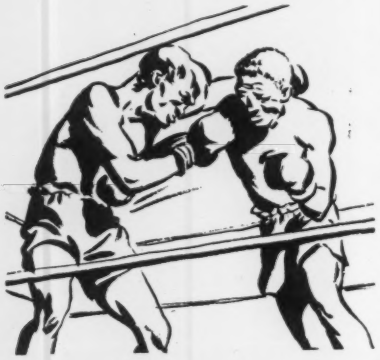
Truly a series to quicken the heart-beat of your community, increase SALES of your product!

ZIV Television

WRITE or PHONE for an early audition. Markets are closing fast . . . yours may still be open!

HURRY!

KMPC PACKS PUNCH!



KMPC is 'champ' of Los Angeles independents in week-long share of audience, plus 'Sunday' punch!

The Pulse, Jan.-Feb. 1956 shows that KMPC exceeds all independents and three networks in Sunday 6 a.m.-12 midnight audience shares.

KMPC

710 kc LOS ANGELES
50,000 watts days 10,000 watts nights

Gene Autry, President
R.O. Reynolds, V.P. & Gen. Mgr.

REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY

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THE PRODUCERS of *The Vic Damone Show*, which premiered last Monday as the summer replacement for *December Bride*, have a fine if somewhat unorthodox idea for their program: Vic Damone is a singer, so his program should give him ample opportunity to sing. He is not a comedian, so the comedy routines should be left to others on the show. Since presumably most of his viewers will be those who like to hear and see the popular songs of the day sung by the popular singers of the day, Vic's guests should include at least one top feminine singer.

Adherence to this formula got the new series off to a good start, if a pleasant, low-pressure half-hour is what is wanted—and after having spent the preceding half-hour watching the new Charles Farrell series, it was precisely right for this viewer. Spring Byington, welcoming Vic as her summer replacement, was graciously scatter-brained; Buddy Hackett was loudly comic; Shirley Jones was sweetly soprano; Pier Angeli (Mrs. Damone) was proudly wifely and Vic himself was in fine voice and had plenty of chance to display it.

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Star: Vic Damone.
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Producer: Bryson Rash, ABC, Washington. Program introduced by Malcolm Muir, chairman of Newsweek's *editorial board. Participants included Mr. Rash; Ernest K. Lindley, Robert H. Fleming (Chicago), Samuel Shaffer, Kenneth Crawford, all* Newsweek; *Richard Rendell, ABC, Washington; C. W. Orcutt,* Knoxville News Sentinel, *and Herbert Trask,* St. Louis Post-Dispatch.

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The high point of the show was the escape of three grown men, dressed only in hospital half-length gowns, from a hospital in a laundry hamper. If the other installments are of the same caliber, the series will be no threat to *I Love Lucy*, which it replaces for the summer.

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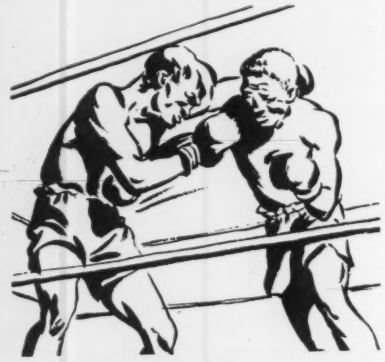

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what a combination for saving!

pay 50% less... get 50% more!

In Philadelphia, when you buy twelve 10- or 20-second announcements per week anywhere on the WRCV-TV schedule, WRCV-TV's "12-50 PLAN" gives you an immediate *50% discount* on all "B," "C" and "D" time announcements!

WRCV-TV's NEW "12-50 DIVIDEND PLAN" gives you an *extra bonus of 50%* — one station break in kind for every two purchased between 9 a.m. and 5:59 p.m., Sunday through Saturday!

This money-saving combination delivers over 5 million sales impressions per week . . . for as little as 13¢ per thousand! Get the details *today*, from . . .

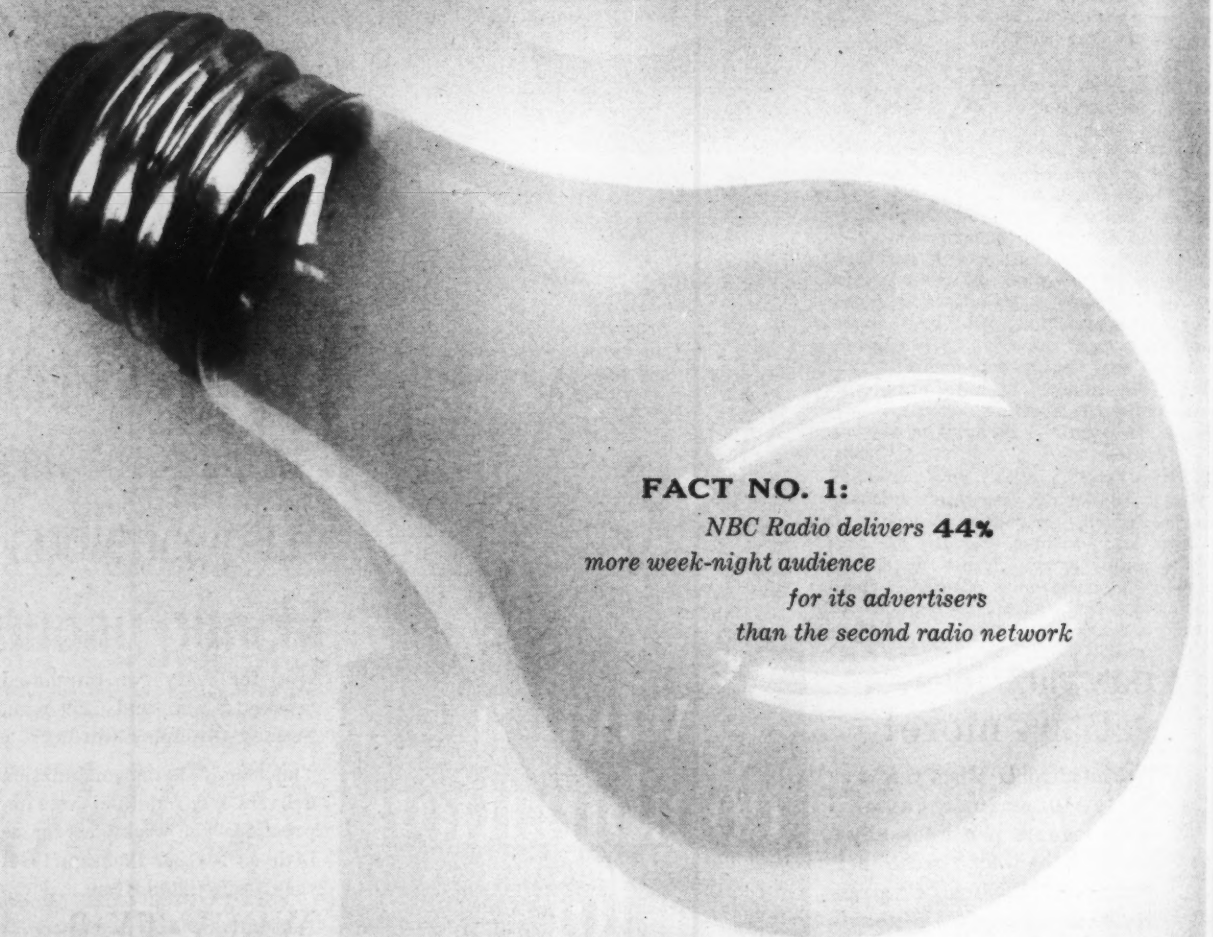
WRCV-TV·3

SOLD BY NBC SPOT SALES

NBC TELEVISION'S LEADERSHIP STATION IN PHILADELPHIA

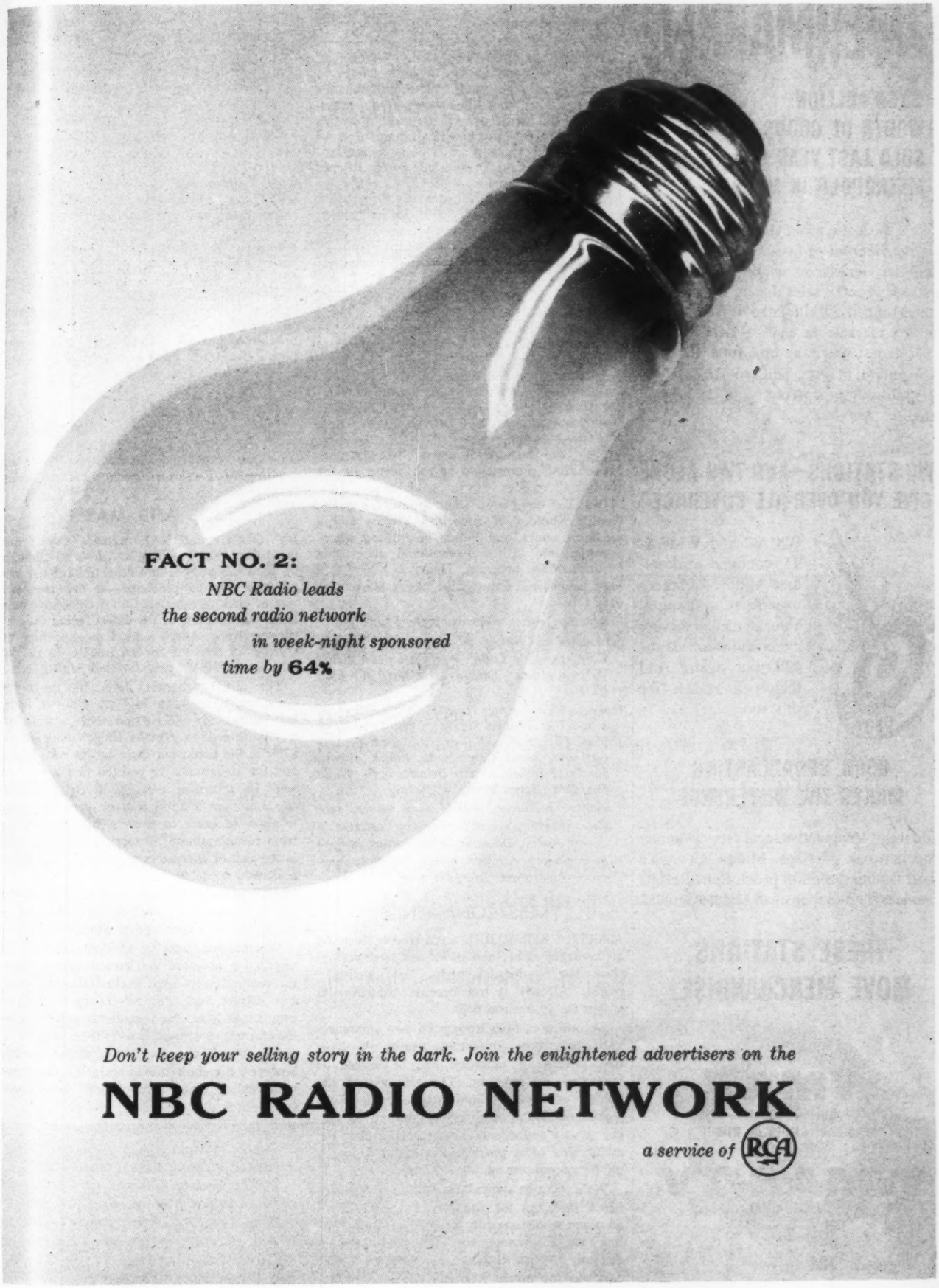
TED WALWORTH, JR., Sales Manager

ILLUMINATING FACTS



FACT NO. 1:

NBC Radio delivers **44%**
more week-night audience
for its advertisers
than the second radio network

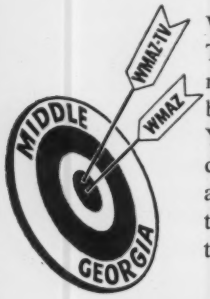

FACT NO. 2:
NBC Radio leads
the second radio network
in week-night sponsored
time by 64%
Don't keep your selling story in the dark. Join the enlightened advertisers on the
NBC RADIO NETWORK
a service of RCA

SUPERMARKET!

$160 MILLION WORTH OF GOODS SOLD LAST YEAR IN METROPOLITAN MACON!

Here's dramatic proof that Macon is truly the *supermarket* of fast-expanding Middle Georgia. The Macon market, with a 41.6% increase in retail sales during the past five years, topped all but three of the nation's top 25 markets in *sales growth*. Macon retailers last year rang up a total of nearly $160 million in sales. This industrially-rich, agriculturally-prosperous area is *on the move* . . . and *fast!*

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

Worthington Miner for lobbying that bill through to safe passage.

Though at times "The Army Game" by Loring D. Mandel and Mayo Simon tended to resemble a cross between Calder Willingham's "End as a Man" and Jim Moser's *Medic* series, it turned out to be one of the most powerful studies of man's psychiatric disintegration to hit television. There is litttle point in re-hashing the story of the Oedipus-complexed draftee striving for a Section 8 discharge since, if it seemed far too involved for even the writers, how are we to explain it here? Suffice to say, it was a far cut above the run-of-the-mill Freudian epics on tv that have driven one tv critic to refer to it as "couch 4" instead of channel 4.

With annual sales of $330 million and profits of $40 million for the fiscal year ending May 1956 (to quote *Fortune*), Kaiser Aluminum & Chemical Corp. could well afford the best in its initial tv effort. This they did: at their disposal throughout the series will be Mr. Miner, Fielder Cook, George Roy Hill and Franklin Schaffner, banded together as "Unit Four." For "Army Game," they had a top notch cast comprising, among others, Paul Newman, Pat McVey and Edward Andrews. At this clip, *Kaiser Hour* promises to be the sleeper of the season.

Only one complaint: Some sponsors, notably, George Romney of American Motors Corp., are born actors, and should be utilized whenever possible in the institutional advertising portions of the program. Henry J. Kaiser is a born genius and industrialist. Let's leave it at that, fellows.

Production costs: Approximately $45,000.

Sponsored by Kaiser Aluminum & Chemical Corp. through Young & Rubicam on NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT.

Opener: "The Army Game" by Loring D. Mandel and Mayo Simon. Cast: Paul Newman, Pat McVey, Edward Andrews, George Grizzard, Frank Campanella, Philip Abbott, James Pritchett, Burt Brinckerhoff, Haila Stoddard, Betsy Meade and others.

Executive producer: Worthington Miner; producer-director: Franklin Schaffner; assoc. producer: Joseph Dackow; script editor: Marian Searchinger; casting: James Merrick; program supervisor: Joseph Cuneff.

PRESS CONFERENCE

MARTHA ROUNTREE acted kind of flustered at the debut of her new news, and newsworthy, show last Wednesday night. And well she might. Already it has become controversial within the journalism field.

According to Miss Rountree's own announcement, only those government figures who have news breaks to announce will be invited as guests on her program. This has pricked the aplomb of newspaperdom—to the quick. Even the august *Editor & Publisher* showed its tender skin in anguished remonstrances about the awful idea of a government official saving a public announcement for a tv appearance.

Well, we can sympathize with our pen-and-pencil pals, but we don't know whether we'll go along wholeheartedly with their plaint. The first *Press Conference* was a dilly and we wonder only if Miss Rountree can keep it up. Her cast was top notch. Attorney General Herbert Brownell Jr. was quizzed by such Washintgon journalistic notables as Richard L. Wilson, Cowles; Lyle C. Wilson, UP; Raymond P. Brandt, *St. Louis Post-Dispatch;* Ruth S. Montgomery, *New York Daily News;* Paul Wooten, *New Orleans Times-Picayune;* Marguerite Higgins, *New York Herald Tribune;* David P. Sentner, Hearst newspapers, among a host of others.

And news was made. Mr. Brownell announced officially the filing of the antitrust complaint against General Motors. He was questioned about his thoughts on Supreme Court vs. state's rights, President Eisenhower's attitude toward renomination in the light of his recent operation, the attacks on Chief Justice Warren, the Donovan book, subversion in government, the Charles E. Wilson-Air Force fracas, civil rights, etc.

It was undoubtedly a straight, hard-hitting, unstaged news conference.

Miss Rountree even helped write headlines; she recapitulated the news at the close of the program—thus not only stealing the newspaper boys' dispatches, but helping the desk men compose their heads.

Production Costs: Approximately $12,000.

Sponsored by Corn Refining Products, through John J. O'Leary Assoc. on NBC-TV, Wed., 8-8:30 p.m. EDT.

Executive producers: Martha Rountree and Oliver M. Presbrey; director: Victor Guidice.

JOE AND MABEL

BY OCCUPATIONAL nature, cab drivers seem ever ready, willing and able to comment on most any subject and offer uninhibited solutions to pressing problems—at the drop of a flag or click of a meter. Cab drivers have problems, too, and one of the oldest facing the male species since Adam and Eve—avoiding the clutches of an altar-minded female—is the format for CBS-TV's new *Joe and Mabel* series.

The initial program, June 26, dealt with Joe's efforts to keep his girl without letting her become his wife in too short a time. He is determined to remain single until he has $750 in the bank, put there by his own efforts, and for 30 minutes he resisted first a $500 reward for returning a bag of jewelry left in his cab and then a $500 fee for appearing on a tv show in order to prevent his $250 savings from reaching the $750 mark so fast. Included in the cast of characters was ever-loving Mabel, obviously modeled on Adelaide of "Guys and Dolls," and an irate boss, wise-cracking mother and pestiferous little brother, all replicas of the same roles in a dozen other situation comedies.

Whether by intent or accident, CBS-TV has unveiled a program that conceivably could do for cabbies on tv what Jackie Gleason did for bus drivers and Phil Silvers for Army sergeants. At least, the ingredients are there and the format promises possibilities, despite an overly-cute first script. As situation comedy, however, the show moves sprightly along, notwithstanding those "tired blood" commercials for Geritol.

Production costs: Approximately $32,000.

Sponsored by Pharmaceuticals Inc. (for Geritol) through Edward Kletter Assoc. Inc., CBS-TV, on Tues., 9-9:30 p.m. EDT.

Producer-writer: Alex Gottlieb; director: Ezra Stone; music supervisor: Raoul Krauschaar.

Program based on characters created by Irving Gaynor Neiman.

Cast: Larry Blyden as Joe; Nita Talbot as Mabel, and Louella Gear, Michael Mann, Norman Feld, Ralph Dunn, John Shellie, Shirl Conway and Dick Van Dyke.

that's why . . .
no one can catch up with WKY-TV

In 1920, WKY was Oklahoma's first radio station.
WKY-TV was also Oklahoma's first TV station (1949).

All these years, we've been building audience loyalty. You can't duplicate this any more than you can turn back time.

Sure, we're first in the ratings. But more important, we offer you a share in the lives of our audience.

So why just talk TO people? Talk WITH them.
Sell from inside the family circle.

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.

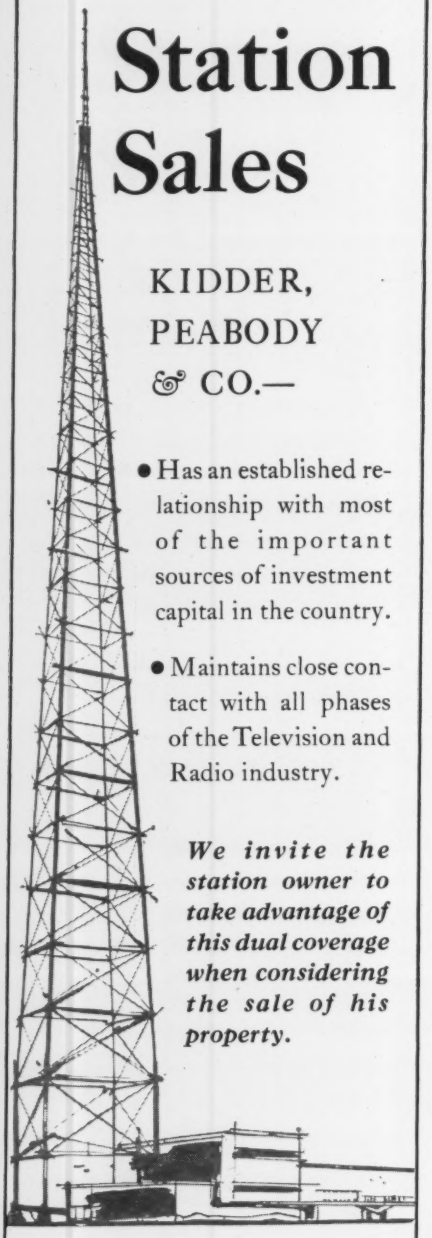
Channel 4
© WKY-TV NBC ABC
THE NATION'S FIRST COLOR TELEVISION STATION
OKLAHOMA CITY

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

Como Kick

EDITOR:

I got quite a kick out of the item on page 35 of your June 11 issue titled "Six Advertisers Signed for Fall Como Program." I am curious to know if the information regarding the Gold Seal Co. and their advertising agency was obtained from a release from NBC.

The reference to Gold Seal Co. and their agency is quite incorrect. They are located in Bismarck, N. D., and we are their advertising agents and have been for the past ten years. They manufacture "Glass Wax" and "Snowy" bleach. Don't you think a correction would be in order?

B. E. Howard, Vice Pres. & Acct. Sup.
Campbell-Mithun Inc.
Minneapolis, Minn.

[EDITOR'S NOTE: Mr. Howard's surmise is right. NBC-TV reported Gold Seal's renewal of *The Perry Como Show* through North Adv., Chicago, rather than Campbell-Mithun, Minneapolis, as it should be.]

Police Report

EDITOR:

It has come to my attention that your report of the radio promotion involving Twin Cities stations [B•T, June 18] was misleading in several particulars. The point which concerns the Minneapolis Police Department is the claim that 20 policemen were needed to handle the crowd at the traffic bottleneck (Hennepin and Lyndale) where people were looking for the WDGY prize check.

The true facts are these: We feared that the clue naming that intersection would draw enough searchers to paralyze traffic in that critical point, and so we watched the situation closely. At no time was the crowd big enough to impede traffic seriously; even during the rush hour when the clue was broadcast.

One park policeman was on duty nearby, and one squad car assigned to that part of town patrolled the area from time to time. Fortunately, the situation never became critical, and it was not necessary to detail extra officers, as the article indicated.

The Minneapolis Police Department is grateful to the responsible broadcasters who have used their facilities over the years to provide essential public services. These stations enjoy the respect and confidence of the people. They undoubtedly could jam up traffic if they chose to exert their influence in that way, but they have achieved the reputations they enjoy through service—rather than dis-service—to the listening public.

E. I. Walling, Supt.
Police Department, Minneapolis, Minn.

[EDITOR'S NOTE: B•T's report was based on information received from the stations conducting the treasure hunts, WDGY Minneapolis and KOWH Omaha.]

FM: Future Medium

EDITOR:

. . . I have noticed with considerable interest the amount of space you've recently given different parties to express their views on fm. . . . It seems to me that fm is the big hole in which to look through into a big part of radio's foreseeable future.

Everyone in the industry knows there are close to a thousand am grants under consideration by the Commission right now. The am band is practically saturated. As soon as am allocations have reached the jumping off place, and it is bound to come, there'll be no place to go for the would-be radio station owner . . .

Fm was struggling along, I am told, and making little gain. Am gave it no assistance unless the am station had an fm transmitter sitting in it. Still the am transmitter, its big brother, gave it little encouragement. To make matters worse, up jumped "John Conquer All" television which was going to make radio obsolete, antiquated and chase it off the ether . . . Where was fm while all this was going on? Being used for old transcription discards, dust racks, old program logs, etc. Fm transmitters gradually shut down and were being advertised for a song. What now? I would like to think am stands for an "always medium." Fm will emerge from a place where it has stood for a "forgotten medium" to a new and rightful place as the "future medium".

How will this be accomplished? By some of the manufacturers waking up to the fact that they must now develop an inexpensive am-fm receiver. The manufacturer can produce an fm set with built-in antenna, in the same cabinet with an am. To say it can't be done is sheer fantasy . . .

Robert B. Holloman
WWCS Bremen, Ga.

Outdoors Indoors

EDITOR:

I want to thank you for your understanding story about myself and my television series *Adventure Out of Doors* [B•T, June 4]. It is refreshing to see a leading magazine reporting an enterprise that is relatively small in the industry.

It is my hope that your story may alert both stations and sponsors to the fact that there are small producers like myself who are trying to do a certain kind of job in and for tv. I have often said: *"Adventure Out of Doors* is no big spectacular, yet it will attract an enthusiastic audience which will welcome the outdoors indoors!"

I believe that the real future of my hunting, fishing and wildlife series is still ahead as color comes into its own because the outdoors is color itself.

Jack Van Coevering
Van Coevering Productions
Chicago

Permission Granted

EDITOR:

Beginning later this month, we plan to publish a bi-weekly newsletter for our clients and prospects among agencies and advertisers.

Our newsletter, *Film Clips,* will discuss current production at Keitz & Herndon and will include short quotations of new ideas and pertinent information on film production from the leading trade magazines.

May we have your permission to quote from BROADCASTING • TELECASTING? We will, of course, give a credit line to your publication for any quotation we use.

Larry F. Herndon Jr.
Ptnr. and Sls. Mgr.
Keitz & Herndon, Dallas, Tex.

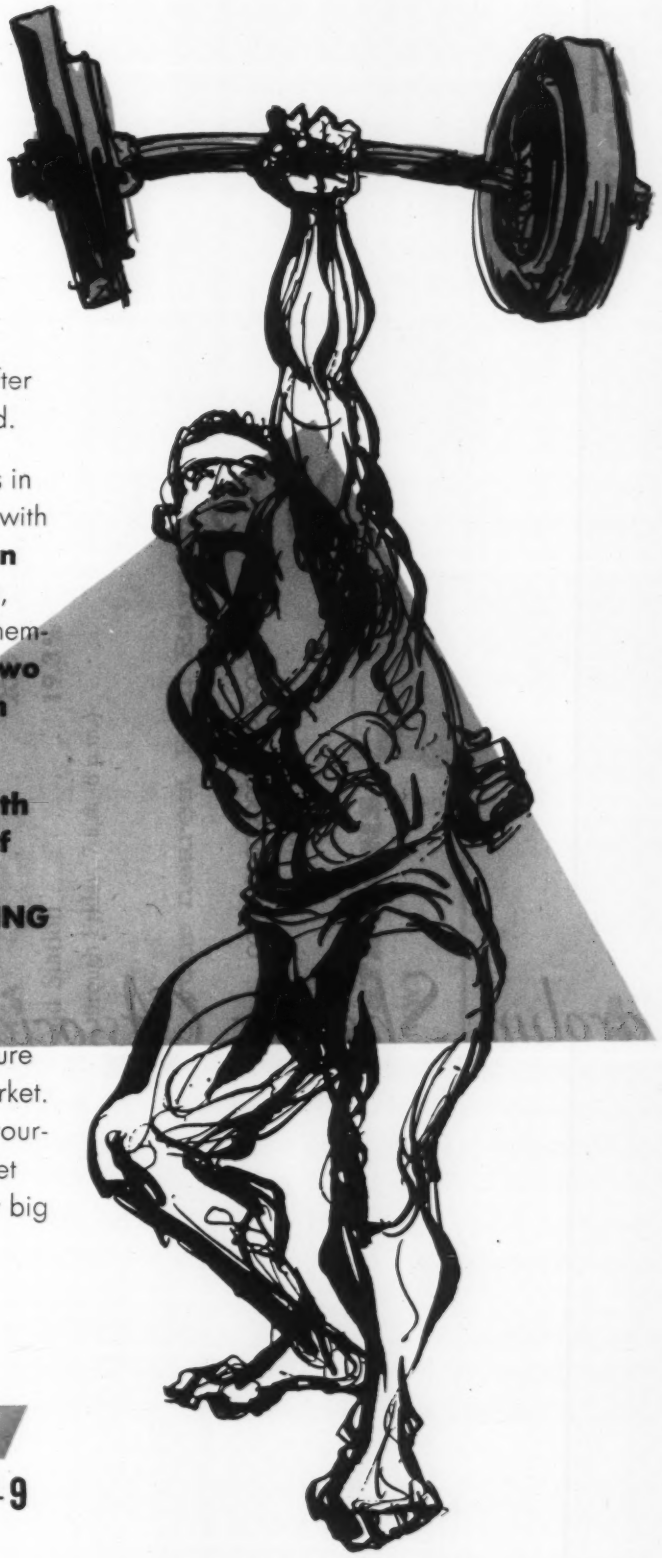
Sales Aid

EDITOR:

Many times I have noticed accounts which I couldn't ever seem to sell. All at once for some reason they would call and want spots. Invariably I would discover their company had sent them some spots and pointed out the value of radio.

If some organization could work on the large companies to each send out such a brochure, pointing to radio's advantages in both large and small markets, I believe it would give radio quite a spurt. A salesman can talk 'til he's blue in the face and not get anywhere, but these little booklets sent to some merchants are really

it's a matter of balance..



Strength, too. But the successful weight lifter starts **in the center**—not just at one end.

Likewise, astute advertisers seeking profits in our Upper Ohio Valley, look to WSTV-TV, with its tri-state coverage of over **one million** television sets . . at Steubenville-Wheeling, humming hub of 11 bustling counties. By themselves, they're chocka-block with nearly **two billion** spending money, **half a billion** retail sales.

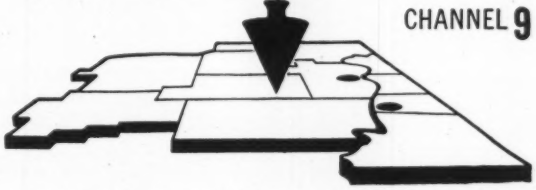
But—SEVEN of these 11 bulge with 64% of the buying power, 61% of the television families. AND TELEPULSE SHOWS WSTV-TV SMOTHERING COMPETITION IN THE WHOLE BIG SEVEN!

No way around it. WSTV-TV is the only sure means to capture this superabundant market. Get a firm grip on your share today—lift yourself a record-smashing load of sales! Get details, too, from Avery-Knodel about our big Pittsburgh plus!

CBS-ABC AFFILIATE

WSTV-TV

CHANNEL 9



IN PLUMB CENTER OF INDUSTRIAL STEUBENVILLE-WHEELING

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

KTVO

CHANNEL 3

OTTUMWA, IOWA

James J. Conroy, President

effective. It will help the companies by having their outlets more advertising minded and it will certainly help radio.

John W. Ecklin, Gen. Mgr.
KLOV Loveland, Colo.

Good Works

EDITOR:

. . . Your YEARBOOKS are among the most useful reference books we have in our office.

Rev. Clayton T. Griswold, D.D.
Executive Director, Dept. of Radio & Tv
Presbyterian Church in the U.S.A.
New York City.

Proposal

EDITOR:

Everyone is familiar with the difficulties that the movie industry is now having nationwide because of television. Everyone in the broadcasting industry knows that radio was having the same difficulty. However, I have never had any qualms about radio being able to pull out of it and that seems exactly to be what is happening at the present time.

I propose this, the movie industry making available to the am broadcasting industry an edited version of their sound track on all of their better movies free of charge to any station all over the country that wants them.

For example, they have the technical know-how in Hollywood and they could take the sound from say, "The Conqueror", edit the long visual scenes, dub in appropriate music and you have a top notch radio show of approximately one and one-half hours. Breaks could be inserted in these shows of 30 seconds and one minute. The movie industry could release these shows approximately 60 days before the showing of the film and you have a ready made audience champing at the bit to see the show.

R. D. McGregor, Gen. Mgr.
KBNZ La Junta, Colo.

Testimonial

EDITOR:

You said some pretty nice things about my former boss, Robert W. Carpenter, in the July 2 issue of B•T, but you left out the most important thing to me.

Your "Our Respects" column could have included that Bob is one of the best guys to work for in all of New York. He's the least phony, most down-to-earth human being I ever had the pleasure of working for. And in my seven years in New York radio I had some dandies.

John Buning
WTSP St. Petersburg, Fla.

Australian Invitation

EDITOR:

. . . The Melbourne Time Club extends a warm welcome to any American radio executives who may be coming to Australia for the 1956 Olympic Games.

We are a body of station sales managers, sales executives and representatives, engaged in the sale of radio time and programs. Our primary objective is the furtherance of good public relations between advertising agencies, their clients and ourselves.

It is our intention to extend honorary membership of the Time Club to our overseas visitors who are also engaged in commercial radio, so that mutual benefits may be obtained from these contacts.

We should be happy to hear from anyone proposing to visit these shores.

G. S. Fawcett, Hon. Secy.-Treas.
The Time Club
Melbourne, Australia

. . . but you can't hide it in San Antonio . . .

KTSA

is now **FIRST** in Hooper in the afternoon and second by just 4.3% in the morning!

Hooperatings! In March, **KTSA** was last in San Antonio . . . in less than 30 days of new NOEMAC know-how, **KTSA** has jumped to first:

Just look what's happened in San Antonio:

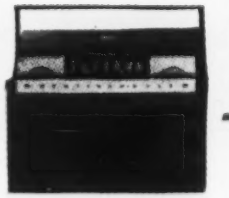
MORNING		AFTERNOON	
Top Station	24.3%	**KTSA**	20.5%
KTSA	20.0%	2nd Station	19.3%

(C. E. Hooper, June 11-15; special report, Monday through Friday, 7 a.m.-6 p.m.)

Run or take a pogo stick to your nearest Paul Raymer man!

KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*in operation soon

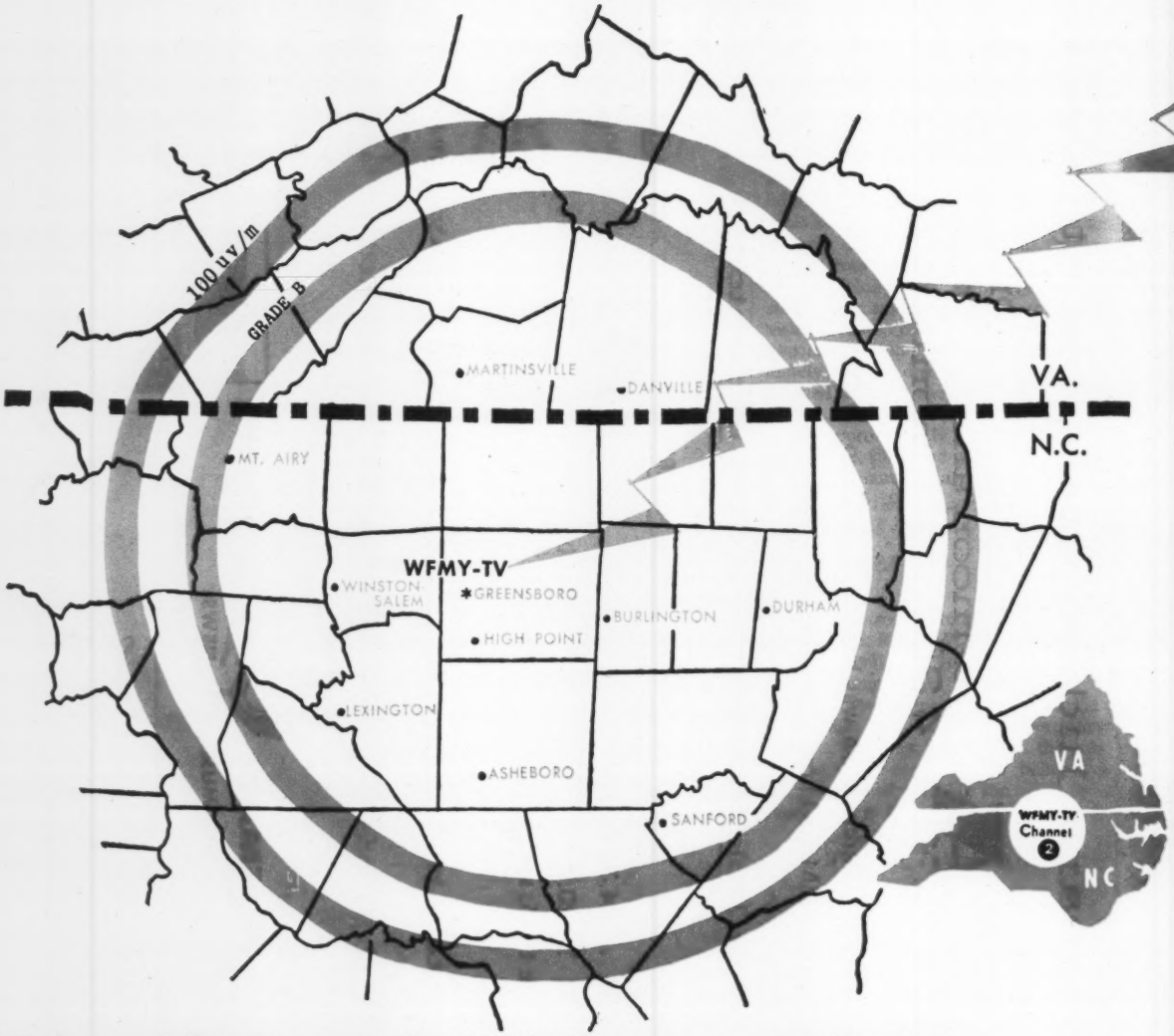
NOEMAC STATIONS
MUSIC NEWS



AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

WFMY-TV

holds the Greensboro 50-county AREA spellbound..



11 city weighted composite TRENDEX report — April, 1956

DAYTIME — sets in use, 18.1

	AVERAGE RATING	AVERAGE SHARE
WFMY-TV	12.6	69.6
second station	2.5	13.8
third station	0.7	3.9
fourth station	1.4	7.7
all others	0.9	5.0

NIGHT-TIME — sets in use, 47.0

	AVERAGE RATING	AVERAGE SHARE
WFMY-TV	27.8	59.1
second station	9.1	19.3
third station	3.1	6.6
fourth station	4.1	9.8
all others	2.4	6.0

..and TRENDEX proves it!

Our Pied Piper of The Piedmont rates the warmest welcome in these 11 key communities — as well as all the others — making up the rich Greensboro market-place! The weighted composite Trendex Report for April shows WFMY-TV's average daytime rating at an impressive 12.6! That's five times better than the next-best station! And night-time? A whopping 27.8 — over three times the latter's average rating!

IN FACT — according to the same Trendex — WFMY-TV produces a higher average daytime . . and a higher average night-time . . rating in these 11 cities than ALL of the region's nine other stations put together!

Here's resounding evidence of how WFMY-TV's mighty 100,000 watts on Channel 2 has a boarding-house reach extending across 50 North Carolina and Virginia counties. Glowing proof, too, that WFMY-TV's seven years of carefully-planned local originations and arresting CBS-TV programs make it the undisputed television favorite of the rich Piedmont.

And what an area this Piedmont is! Alive with growing industry . . packed with nearly two-and-a-half billions of spending money . . thronging with more than two million customers . . and vibrant with selling opportunities!

There's only ONE station that can deliver ALL of it for you. WFMY-TV, of course! Fall in behind our Pied Piper's profitable footsteps and whistle yourself up a handsome share of its super-sales. Your Harrington, Righter and Parsons man knows the tune. Call him today!

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco — Atlanta

CBS

Now In Our Seventh Year

More
FARM FAMILIES
LISTEN TO...
BELIEVE IN...
AND ARE
INFLUENCED BY
KWTO
RADIO
THAN ANY
OTHER RADIO
STATION IN
THE
TWO BILLION
DOLLAR
OZARK
MARKET!
WHY?

Because **only** KWTO maintains a full-time Farm Service Director and Assistant . . . a modern experimental farm . . . a policy of programming that works for and with farmers, County Agents, Home Economists, 4-H and Future Farmers and AG students to keep them constantly informed and entertained.

FOR PROOF OF KWTO LEADERSHIP AND COMPLETE INFORMATION, CALL, WIRE, WRITE:

kwto The Ozark's Farm Service Station
1121 S. Glenstone - Springfield, Mo.
"Home of the OZARK JUBILEE"

Represented Nationally
By JOHN E. PEARSON CO.

our respects

to JOHN ELROY McCAW

BROADCASTING brims over with stories of young men who have parlayed ideas and sweat into business empires, but few surpass the achievements of Elroy McCaw in the decade following World War II.

Now identified with the ownership of three tv and six radio stations, Mr. McCaw was the 31-year-old owner of little KELA in Centralia, Wash., when he was called to active duty in Washington in 1942 as a second lieutenant in the Air Force. His service rise was meteoric. He soon became assistant executive officer to Air Force Chief Gen. Hap Arnold, and then executive officer to Brig. Gen. H. M. McClelland, in charge of Air Force Communications, with rank of lieutenant colonel.

During his military activity, Col. McCaw decided that, once out of uniform, he would embark upon radio station operation in other areas. He soon demonstrated his prowess as a negotiator and as an excellent judge of people. He had the knack of selecting the right people for the appropriate slots.

Today, Mr. McCaw owns KTVW (TV) Seattle-Tacoma in his own name; 100% of KORC Mineral Wells, Tex.; 75% of KTVR (TV) Denver, 75% of WINS New York, 50% of KELA Centralia, 50% of KYA San Francisco, 33⅓% of KALE Richland and KYAK Yakima, both Wash., and 25% of KONA (TV) Honolulu. Mrs. McCaw owns KAPA Raymond, Wash.

As a high school student in Aberdeen, Wash., he dabbled in breadboard circuits in his spare time. During his senior year he worked parttime at KXRO Aberdeen, then and now operated by Harry R. Spence. After graduation in 1929 he worked a year for Western Electric Co., installing switchboard equipment around the Northwest and receiving his first-class engineer's ticket.

Back in school at Grays Harbor Junior College, in the Aberdeen area, he again worked at KXRO as operator-announcer. From junior college he moved eastward to Washington State College, at Pullman, where he specialized in radio engineering and business administration. Again he worked in a radio station on the side, finally becoming manager of non-commercial KWSC on the campus. He graduated in 1943.

Having served at both commercial and non-commercial stations, Mr. McCaw showed a preference for the former. He and a cousin, Robert McCaw, started work on a plan to establish a regional network in the Northwest along the order of the Yankee Network in New England. It never got off the ground.

Not discouraged, Mr. McCaw applied for a broadcast license in Centralia, Wash., receiving the grant in 1937. At that point he had achieved a major goal—ownership and operation of his own station. He ran this project successfully until 1942, when he joined the Air Force.

In the Pacific, Mr. McCaw had a hunch that led, after the war, to a second broadcast project. With his friend, Jack Keating, whom he had met while in service, he applied for a broadcast license in Honolulu. KPOA went on the air in October 1946. Because of the long water haul from the mainland, the KPOA owners set up a recording service called Radio Central. They bought the State Dept. radio studios in the Fairmont Hotel, San Francisco, and ran the program recording operation, with transcriptions shipped by air to KPOA.

A few years later Mr. McCaw bought KYA San Francisco from Dorothy Schiff. This tied in naturally with the KPOA operation and the setup was headquartered in the Fairmont. About the same time Mr. McCaw joined with Hugh B. Terry, Ted Gamble and others in the purchase of KLZ Denver. He later added KILA Hilo, Hawaii; KRSC Seattle, KYAK Yakima, KALE Richmond and KORC Mineral Wells, Tex. Mr. Keating was joint owner of KPOA, KYA and KILA.

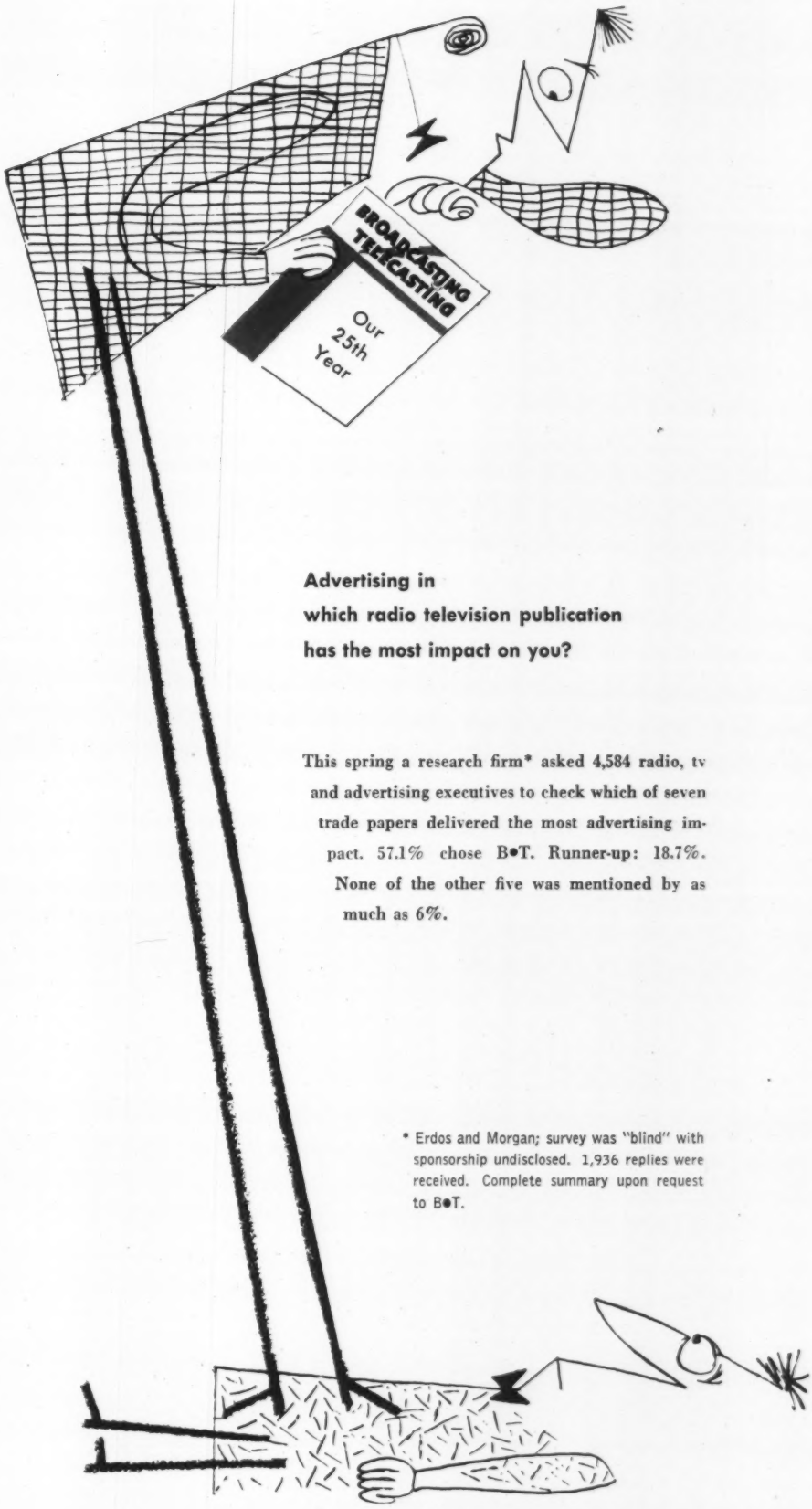
When he contracted to buy WINS New York from the Crosley interests. Mr. McCaw sold his KLZ and KPOA interests to stay within the FCC multiple-ownership regulations. The group had been built up from earnings of the stations.

KTVR, the former KFEL-TV Denver, is owned by Gotham Broadcasting Corp. (WINS) and Founders Corp., headed by John Shaheen. KONA (TV) was one of the early economic casualties in television, having started in 1952 as KGMB-TV. With the *Honolulu Advertiser*, Messrs. McCaw and Keating bought the station, changing the call letters to KONA. "I have considerable faith in the future of major-market independent television stations," Mr. McCaw said. KTVR and KTVW are independents.

His confidence in radio's future is voiced in this manner. "Radio's opportunity to serve the public is actually expanding and by and large radio has successfully adapted itself to the impact of television."

John Elroy McCaw was born Sept. 15, 1911, in Colfax, Wash., in the eastern part of the state. His father was a civil engineer. After starting KELA in Centralia he married the former Marion Oliver, of that city. They have four children—Bruce 10, Craig 7, John 5 and Keith 2½.

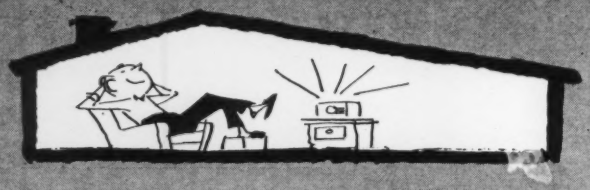
In Seattle he is active in civic and business affairs. Affiliations include Seattle Golf & Country Club, Phi Sigma Kappa (college), Washington Athletic Club, Seattle Yacht Club and a state government reorganization movement. Industry activities include Radio Advertising Bureau board and two years as president of Washington State Broadcasters Assn.



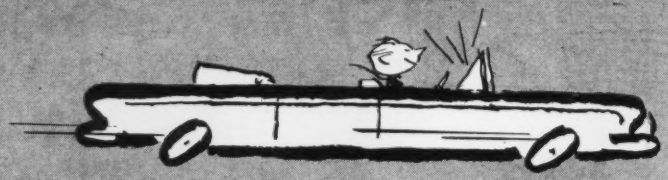
Advertising in
which radio television publication
has the most impact on you?

This spring a research firm* asked 4,584 radio, tv and advertising executives to check which of seven trade papers delivered the most advertising impact. 57.1% chose B•T. Runner-up: 18.7%. None of the other five was mentioned by as much as 6%.

* Erdos and Morgan; survey was "blind" with sponsorship undisclosed. 1,936 replies were received. Complete summary upon request to B•T.



. . . relaxin' at home



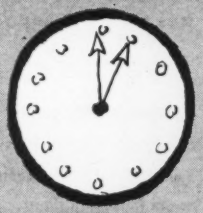
or rollin' on the road . . .

FLINT TUNES TO

134 NEWSCASTS

A WEEK on WKMF

every hour.
on the hour



. . . and with that many newscasts WKMF just can't help but boast the biggest IN-HOME and OUT-OF-HOME audience in Flint! When anyone in Flint thinks of news he naturally tunes to the station that gives him the news regularly, every hour on the hour. Cash in on this ready-made audience of habitual listeners with your sales story and see what we mean!

SAVE.. up to 15%

By Buying 2 or More of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit Flint, Mich. Jackson, Mich. Saginaw, Mich.
Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMF FLINT, MICHIGAN

Fred A. Knorr, Pres.
Eldon Garner, Mg. Director

The Community Stations

KNORR BROADCASTING CORP.

BERNARD L. SCHUBERT

film maker

MAKING FILMS for television is strictly business with Bernard L. Schubert, but business means exacting attention to the "sellability" of the film for station and sponsor as much as the margin of profit for the producer.

For years well known for such radio packages as *Adventures of the Falcon, Amazing Mr. Malone* and *Blind Date,* Mr. Schubert plunged into tv at an early date and currently is making another 39 episodes of *Crossroads* for Chevrolet sponsorship next season on ABC-TV. He also is marketing a new series for the fall titled *Key Witness.*

Mr. Schubert is co-producer and owner of *Topper,* first carried on CBS-TV and now repeating on NBC-TV for General Foods. He also has syndicated *Mr. & Mrs. North* in 110 markets. His tv version of *Adventures of the Falcon* is syndicated by NBC Film Div. on 90 stations while *Movie Quick Quiz,* which he acquired from Walter Schwimmer and completely revised, is in more than 30 markets.

"The viewer doesn't care whether a show is on film or live as long as it's a good program," Mr. Schubert says, pointing out the quality control inherent in film programming.

Born Aug. 26, 1917, in New York, Mr. Schubert was saturated with show business from the start. His actress mother put him in the Professional Children's School and he also played summer stock.

He attended the U. of Pennsylvania for a year before jumping into the business world. In 1937 he joined the Phillips H. Lord organization in charge of exploiting and selling all property rights in various media like movies, magazines, books and games, but not radio. In 1939 he became sales manager, including radio, handling properties such as *Gangbusters, Mr. District Attorney* (Bristol-Myers sponsored this on NBC 12 years) and *We, The People.*

Two years later he went into business for himself, developing *Counter Spy, Adventures of the Falcon, Amazing Mr. Malone, Mr. & Mrs. North, Abbott Mysteries, Quick as a Flash* and *Blind Date.*

When tv got underway, Mr. Schubert put *Blind Date* on ABC-TV in 1949 and the next year produced what he claims is the original spectacular, a full-hour musical comedy series, on NBC-TV for Procter & Gamble.

A constant traveler, Mr. Schubert spends a good bit of his time monitoring local television wherever he may be in order to learn what stations are using and what they need. A "confirmed New Yorker," he maintains apartments in both New York and Hollywood.

The Notre Dame Stations

WNDU *and* WNDU-TV

South Bend and Elkhart

proudly

announce the appointment of

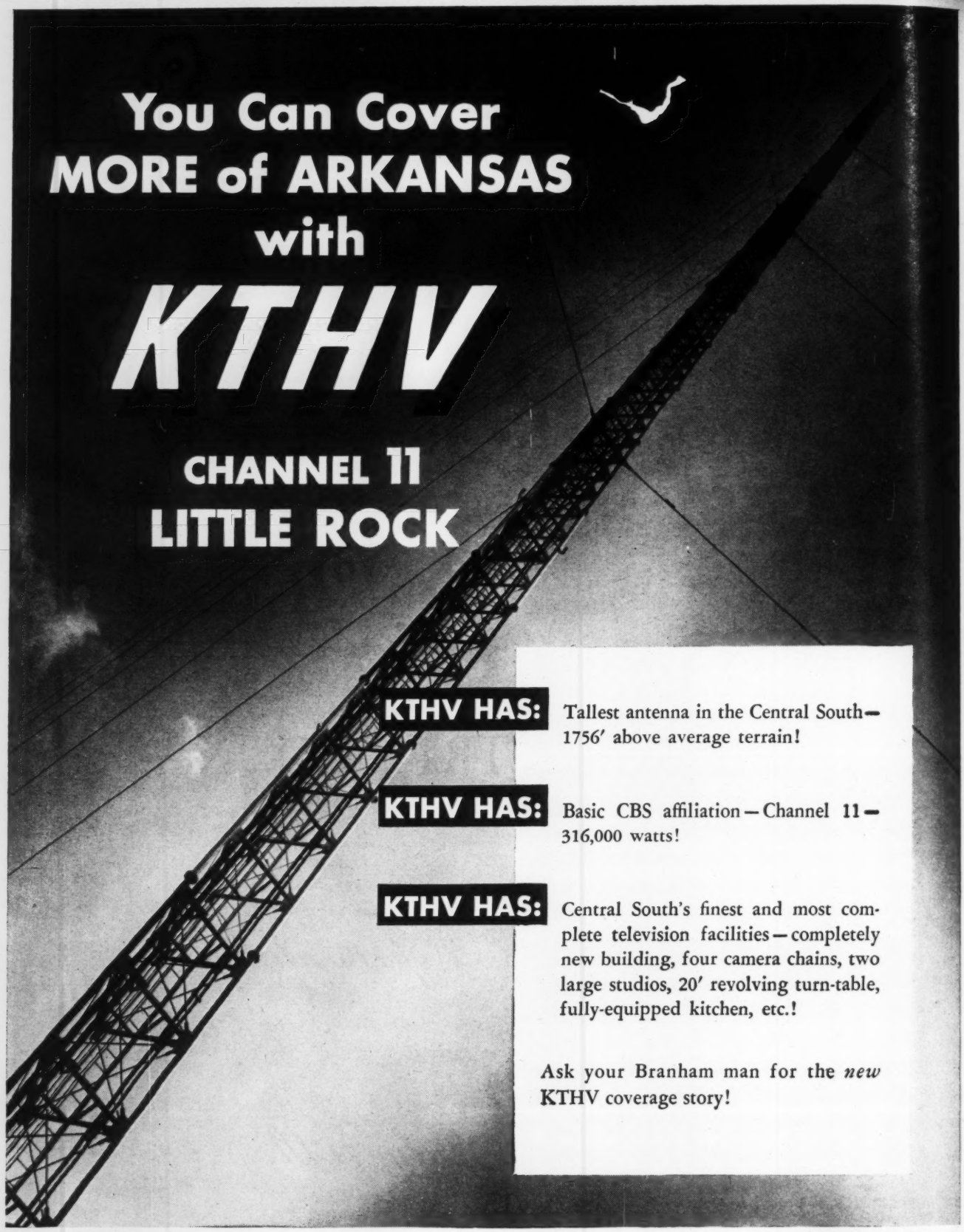
EDWARD PETRY & CO., INC.

as

their National Representative

effective

Monday, July 16th


You Can Cover
MORE of ARKANSAS
with
KTHV
CHANNEL 11
LITTLE ROCK
KTHV HAS: Tallest antenna in the Central South—1756′ above average terrain!
KTHV HAS: Basic CBS affiliation—Channel 11—316,000 watts!
KTHV HAS: Central South's finest and most complete television facilities—completely new building, four camera chains, two large studios, 20′ revolving turn-table, fully-equipped kitchen, etc.!
Ask your Branham man for the new KTHV coverage story!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING TELECASTING

July 9, 1956 Vol. 51, No. 2

RADIO SPOT SALES REPORTED RUNNING WELL AHEAD OF 1955

- **National spot last May was 27.5% more than year before**
- **Station Representatives Assn. issues first regular report**
- **SRA says sales reflect resurgence of national spot radio**

RADIO TIME sales of national spot in the first five months of this year ran more than 17% ahead of the corresponding Jan.-May period of last year.

The spurt in time sales was evident in each of the five months, with the highest percentage gain in May and the second highest peak in February, according to Station Representatives Assn.'s long-awaited and first report totaling time sales of national spot radio [B•T, May 14]. As characterized by SRA, the compilation reflects the "resurgence" of national spot radio.

Release of the figures by SRA today (Monday) means that for the first time executives in the broadcast business, including media research, timebuying and selling, as well as advertisers, will have available on a regular basis monthly dollar figures charting the volume of national spot radio. These are net time sales after all frequency and promotional discounts but before deduction of commissions to agencies and representatives.

The data highlighted the following information:

• A total of $54,258,000 was registered in time sales of national spot in radio for the January-through-May period of 1956, or 17.8% more than the $46,071,000 for the corresponding months last year.

• Volume in May was $11,632,000, or an increase of 27.5% above the $9,124,000 recorded that month in 1955.

• National spot's "index" in radio for May was plotted as 117.7, using 1954—latest FCC figures available cover 1954—as the base year.

• Last year's dollar volume—$114,066,000—was a little more than $6 million below that of 1954, but this year's total as of last May has been running nearly 12% above.

• While the average increase for the five months was 17.8%, three of the months—January, February and May—had percentage jumps over that level.

• The highest total for the five-month period was recorded in March. This total—$11,699,000—topped any of the monthly totals during 1955.

SRA's dollar volume figures are supplied by its membership—encompassing most of the radio stations in the U. S. They represent gross billing before agency commission but include discounts, thus approximating the information that is gathered by FCC and released by the government agency on an annual basis. However, the Commission's report usually is about one year behind—e.g., the 1955 figures probably will not be reported by FCC until December 1956.

SRA's first report of dollar volume had a little more than one month's delay—May being the latest month compiled. In April, television Bureau of Advertising released the first of its regular quarterly reports on spot television time computed at gross one-time rates [B•T, April 16].

Publishers Information Bureau for some time has issued a monthly gross billing compilation for tv network business on about a month's delay but last summer discontinued publication of similar totals for network radio. Both TvB's and PIB's computations are gross, at the one-time rate (before discounts) and before agency commission.

The national spot radio "index" when translated means that as of May 1956 this year's sales were running 11.7% above the base year of 1954, the latest year for which FCC has released its figures. According to FCC, spot radio in 1954 totaled $120,168,000.

Adam Young Jr., SRA's president, interpreted the just released figures as indicative that the association's long-time efforts to furnish agencies and advertisers with a current picture of spot radio had "borne fruit." Said Mr. Young:

"It is reassuring to all to note the splendid recovery of spot radio after two years of decline. We appreciate the renewed faith that advertisers and agencies are showing in this growing medium. We are particularly indebted to the account executives and media departments of agencies for their spot research and recommendations to clients."

Mr. Young thought it "not surprising that many advertisers have been enamoured of the newest and very productive medium, television, to the partial neglect of the power and record of success of spot radio." This, he conceded, even when taking into account "the amazing current growth in the number of radio stations, up to 2,858 in 1,400 markets, and the high figures of radio sets sales, both home and auto [which] tended to be ignored in part."

But, he emphasized, "the resurgence has been in effect now for eight months, so that radio is again moving toward its proper place in the media spectrum."

Lawrence Webb, SRA's managing director, reported that interest has been widespread in the advertising world since the association announced its project in May. He reported that many requests had been received for detailed figures of the use of spot radio by advertisers and brands, but explained that such data could only be compiled from station records, although "we hope that a way will be found to solve the problem of gathering and publishing these facts." Mr. Webb noted a demand, too, for a monthly index figure on spot tv similar to what now is being supplied for spot radio.

Information received from SRA members, which supplied both past and current figures, was turned over to Price-Waterhouse & Co., New York, a professional accounting firm, which then processed the raw data.

When it announced the project last May, SRA had predicted that publication of the dollar volume figures on national spot for the whole radio industry would "eliminate the confusion and guesswork which have been prevalent in advertising circles for too many years."

MONTHLY COMPARISON OF NATIONAL SPOT RADIO TIME SALES

	1956	1955	GAIN
JANUARY	$10,192,000	$ 8,556,000	19.1%
FEBRUARY	11,031,000	8,890,000	24.1%
MARCH	11,699,000	10,190,000	14.9%
APRIL	9,704,000	9,311,000	4.2%
MAY	11,632,000	9,124,000	27.5%
TOTAL	$54,258,000	$46,071,000	17.8%

COLOR TV DOOR TO OPEN WIDE BY 1958-59, TASKER PREDICTS

C&W vice president says a million or more color sets needed before advertisers will make extensive use of medium and soon after that figure is reached, may become one of the nation's top advertising tools. Predicts color will be major factor in two years.

COLOR TV within two years will become a major factor of importance in the advertising plans of agency clients. By 1958, it should reach the stage that black-and-white television entered six years ago, and soon after, may be one of the nation's top advertising mediums.

These observations go a long way toward answering the big question of *when* color will find the door wide open—and not just ajar—at the top level conference room of Mr. Advertiser and Mr. Media Selector.

The man who has come up with answers is one of the top researchers along New York's agency row: Gerald W. Tasker, a vice president and the director of research of Cunningham & Walsh. Mr. Tasker has been the guiding light for the past eight years of C & W's highly-publicized and widely-circulated Videotown Survey, an annual study of the effect of tv on living habits of a populace adjudged to be typical of the nation. The locale actually is New Brunswick, N. J.

In a special interview with B•T, Mr. Tasker presented a look to color tv's future, basing his observations on the continuous evidence available in past Videotown surveys and on a special study C & W conducted only last April, a couple of months before color set makers announced new reductions in color receiver prices.

As noted by Mr. Tasker, the Videotown study is not precisely a year-to-year affair, but actually a running study that is put to use from time to time as the occasion warrants. As in the case of color tv in April this need often triggers a special look-see at Videotown.

In essence, Mr. Tasker feels:

• The balance of this year "will see the end of the pioneering period" in color television.

• The next year (1957) "will probably be an interim period as 1948 (and into 1949) was for black-and-white sets. Sales of color sets will be booming, but saturation will be low—under a million sets."

• By 1958, "color television will assume importance as an advertising medium."

What happens, meanwhile? In this interim —the pre-mass circulation period—"advertisers are using color telecasts partly to develop techniques and partly for the prestige value derived from being first in this exciting new medium."

From the picture painted by Mr. Tasker, one visualizes color tv ownership as a rocket, accelerating in speed as it goes on upward, then finally bursting outward as it reaches the height of its climb. Somewhere along that arrowing route, advertisers will be ready, willing and able to pick up the tab on a basis similar to black-and-white sponsorship. The best estimate—sometime between 1958 and 1959. For then, he says, "there should be rapid development and from then on, momentum."

Mr. Tasker thinks in terms of a million or more color sets before advertisers can consider the medium to be important enough to consider and in terms of circulation, a total that can stand up to that of a weekly consumer magazine.

Although Mr. Tasker is well aware that "the consumer's investment in his black and white set" will be one of the "chief retarding factors" in color tv's progress toward saturation, the medium itself "will stimulate the replacement rate."

Says Mr. Tasker: "Set manufacturers are announcing vastly improved color tv sets at reduced prices. More programs and a greater variety of programs are being telecast in color. Chicago's WNBQ (NBC-owned station) is telecasting in color on a full time, local basis. Dealers are becoming more enthusiastic, less fearful of the service problem."

Then, he reflects: "All of this mounting pressure is bound to break down the public's apathy and awake their latent interest in owning a color tv set."

Cunningham & Walsh, he recalls, started to "take the pulse" of color tv in 1950 via the Videotown survey which for that year reported only 8% of the New Brunswick set owners were thinking about replacing their tv receivers by purchasing color.

A "false start" in color tv set off a special Videotown hunt in December 1950, Mr. Tasker observes. The "false start" is Mr. Tasker's term, which he uses now to describe the lack of color tv interest which occurred in spite of widely circulated news reports late that year of "the imminence of color tv."

In the December 1950 survey, 451 families were interviewed on "interest" in color. It was found that 80% knew "something" about the proposed methods of colorcasting but "practically no one had yet seen a color telecast."

Mr. Tasker says the survey found nearly everyone who had a tv set then felt the "fairly recent" investment in a monochrome receiver was "too big to justify replacing the set in the near future." Subjectively, set owners interviewed felt about color television as they would about color motion pictures—"they would never select a movie only because it had color." People thought story-plot and star were far more important, although color added to their pleasure in seeing the movies—"it would do the same thing in the case of color television. But, color telecasting was so much a thing of the future that interest in buying a color set was practically non-existent."

The ensuing years 1951-1953 were a period of lessening "publicity about the availability of color sets," sidetracking them even further into the future. Again, Videotown annual reports (Nos. 4, 5 and 6) reflected the pattern by showing "apathy on the part of consumers—color wasn't even mentioned as a possibility," according to Mr. Tasker.

A "slight revival of interest" was noted in Videotown report No. 7 in 1954 with about 8% of tv owners having seen at least one color telecast and 9% of those planning a receiver replacement asserting they would buy a color set if it became available. This degree of interest was about double that of 1950. By last year's study, a jump in figures was discernible. Then, more than twice (17%) the number of Videotowners had seen a color telecast "and most reported very favorably on it." A temporary damper, however, was the high price of color sets coming on the market. Wanted was a 20-inch screen at a $300 to $350 cost.

Videotown's first color milestone, however, was last fall when the World Series

COLOR INTEREST STIRS IN C & W'S VIDEOTOWN

A LONG HARD LOOK at the exterior of a Videotown video household is taken by a Cunningham & Walsh researcher before ringing the doorbell and entering to ask the family about their viewing habits, their satisfaction with their present monochrome set or sets and their plans, if any, for the acquisition of a color receiver. On the basis of the reports of this and other C&W interviewers, Gerald W. Tasker, vice president and research director of the agency, concludes that color tv today is where black-and-white television was in 1949, just on the verge of transition from a novelty to a household necessity. Cunningham & Walsh is in a position to draw comparisons between now and then; it has been studying the effects of television on Videotown (New Brunswick, N. J.) for the past eight years.

C & W'S TASKER

was telecast in color. C & W sent its researchers to New Brunswick to interview dealers on how much interest the series had stimulated in color buying. About half of the dealers had color sets for sale "but practically no sales had been made."

The dealers, themselves, "were still very bearish on the prospects," unenthusiastic about the quality of reception and "afraid of the high cost of repairs." But the dealers reported some interest was being stimulated among consumers by the increasing number of color telecasts. Color telecasts of the series in bars excited interest.

C & W Videotown surveyors revisited the dealers last April. This is what they found, according to Mr. Tasker: A total of 18 color sets was sold in the Videotown area. Eleven were in private homes; seven were in bars. Four were in the city proper, actually in bars, with the remainder in Videotown's surrounding small towns and out in the country.

Who are the families with color in the Videotown area? Generally, they are in the older age groups, of middle or high income, and in executive or professional groups with a below average number of young children.

Mr. Tasker notes that seven of the 11 color set families had three tv sets in operation. Three of the breadwinners in the 11 families were electrical engineers with a smack of professional interest in color, and one was completely in the tv field. Three families had not seen color until their sets arrived. Of the remainder, the families were divided about equally in seeing their first colorcast at a bar or at a dealer. Every buyer, except one, had purchased the set late last year.

These observations lead Mr. Tasker to emphasize the correlation between the trend of last spring with that of the 1949 interest in tv just when the medium was to begin a rapid development. He imparts this general statement from the April report: "The color set owners in Videotown testify to an increasing interest among their friends reminiscent of the early days of television."

The existence of color sets in bars at the early stage of color development recalls to Mr. Tasker's mind, the similar bar and grill use of black-and-white receivers in the early days of tv. But the agency researcher, after visiting all seven bars, found a difference: In April, the sets were being used as much or more for black-and-white telecasts than for color *even when color was on the air.* Bartenders told C & W's researchers that the clientele whetted their tv thirst on favorite detective stories or sports events rather than on spectaculars. One of the bartenders was ready to chuck the color receiver out. The fact that the World Series in color made such a hit in the bars bore out this desire to stick to familiar tavern programming—color or not.

Next Videotown report will be made by C & W this fall, probably in September. Researchers now are preparing to invade New Brunswick to feel the tv pulse of set owners, dealers and others. What does Mr. Tasker feel about the new report?

"All the evidence of price reductions, increased dealer activity, the growing schedule of color telecasts and the success of sales drives in various cities indicate that the happenings in Videotown are still typical of the country, and that ownership of color sets will increase rapidly."

He adds: "We expect to find a marked increase in interest in color in this year's survey!" And as Videotown goes, he feels, so goes the nation.

COLD REMEDIES MAP FALL CAMPAIGNS

Spot planning still in conference stage, although Grove Labs, Vick Chemical and Monticello Drug already are casting about for availabilities.

COLD REMEDY advertisers, traditionally heavy users of radio and television, last week were beginning to shape up plans for air schedules coinciding with the sniffle season next fall.

A B•T check of some of the major advertisers in this category showed that, in the main, spot planning was still in the conference stage, although at least three sponsors—Grove Labs, Vick Chemical and Monticello Drug—were known to be casting about for spot availabilities.

Preliminary estimates suggest a continued increase in the heavy use of the air media by the "cold" accounts, with traditional emphasis on spots and network participations.

Client by client, current plans break down as follows:

Grove Labs (Four Way cold tablets), St. Louis, will spend approximately $1.2 million in a campaign to be launched early in October. Grove will increase its budget about 10% over last year's outlay. The '56 schedule will include one-minutes, chain breaks and ID's on about 150 television stations and early morning spots to be placed on nearly 200 radio stations. Contract will run from 20 to 26 weeks. Agency is Harry B. Cohen, New York.

Anahist Co., Yonkers, N. Y., has not yet started to clear time, but it is understood that its agency, Ted Bates Inc., New York, has recommended a spot campaign this fall. Client approval of the recommendation is expected within the next 10 days. Last year Anahist employed a television spot announcement schedule in about 100 markets and participations in several radio network shows.

Musterole Co. (Musterole), Cleveland, through Erwin Wasey & Co., New York, normally starts its fall buying about this time of the year. However, the business was sold recently to A. Plough Co., Memphis, with consequent indecision whether Wasey or Plough's own agency, Lake, Shapiro & Scott, Memphis, will handle the advertising. The issue is expected to be resolved shortly, with Musterole's fall spending plans known by the end of July.

Grove Labs (Bromo Quinine cold tablets), St. Louis, through Benton & Bowles, New York, is expected to develop its fall plans by next week.

National Brands Div. of Sterling Drug (Bayer aspirin), New York, will continue its present radio and television spot campaign in more than 100 markets on its regular 52-week contract.

Pharmaceutical Inc. (Geritol), through Ed Kletter Assoc., New York, traditionally a late starter in its purchase of fall spots, once again will hold off action until late in August.

Seeck & Kade Inc. (Pertussin), New York, through McCann-Erickson, New York, similarly will reserve action on its fall plans until the end of August when M. Kade, president of the firm, returns from a European trip. Last year Pertussin used spot announcements in 100 radio and about a dozen television markets.

Luden's Inc. (Luden's cough drops), Reading, Pa., through J. M. Mathes, will start sponsorship of a quarter hour of *Captain Kangaroo,* Saturday mornings on CBS-TV.

Monticello Drug (666 cold remedy), Jacksonville, Fla., already is clearing availabilities through its agency, Charles B. Hoyt, in 200 southern radio stations, starting Oct. 1 and running through March 1957 [B•T, June 25].

Vick Chemical Co. (cough syrup, inhalator, throat lozenges), through Morse International, New York, is planning to use approximately 15 radio and 30 television markets for a 13-week fall campaign.

Vick Chemical Co. (Vick Vaporub), New York, through BBDO, New York, is expected to make its fall plans definite by next week. A plans meeting at the agency will be held early this week. Vick probably will continue its participations on *Mickey Mouse Club* on ABC-TV.

Campbell-Mithun Seeking Free Plugs for New Show

CAMPBELL-MITHUN Inc., Minneapolis, is seeking free merchandising and promotion "assistance" in the form of spot announcements from the 119 tv stations scheduled by Pillsbury Mills to carry its *Stars of the Grand Ole Opry* film series starting about Sept. 1.

The promotional announcements have been requested by the agency to herald the start of the series, the possible personal appearances of the troupe in those markets and local contests next January or February. Solicitations for the plugs (minimums of 30 and 40), along with "any other assistance you can give us," have been mailed to all stations involved in the estimated $500,000 gross sale deal negotiated by Pillsbury last May [B•T, May 28].

Arthur Lund, vice president and radio-tv director of Campbell-Mithun, told B•T Thursday reaction to the requests has been "extremely good" and nearly complete. Most of the stations are in smaller markets, he added. A similar project was conducted by Pillsbury last year, he said.

TV MATERIAL IS PRE-TESTED BY NEW AGENCY EQUIPMENT

- **Three advertising firms set up individual methods:**
- **N. W. Ayer establishes its own 'color laboratory'**
- **Kenyon & Eckhardt develops portable testing machine**
- **And BBDO purchases a closed circuit video system**

THREE top advertising agencies—N. W. Ayer & Son, Kenyon & Eckhardt and BBDO—are moving simultaneously although along somewhat different paths in the direction of pre-testing tv material before programs and/or commercials are placed on the air.

The three agencies reported last week on individual activity and latest arrangements. In general these are:

• N. W. Ayer (Philadelphia and New York) —establishment of a "color laboratory" to test color tv material and to train its people in using the medium.

• Kenyon & Eckhardt, New York—development of a new device, a portable tv commercial testing machine, as an economical and quick way to pre-test tv commercials before they go on the air.

• BBDO, New York—purchase of a closed circuit tv system for pre-studio testing and auditioning.

Other radio-tv active agencies have been engaged in pre-testing. For example, J. Walter Thompson, New York, is a veteran in the pre-testing of commercials via its own facilities. Another agency, McCann-Erickson, currently is setting up its closed-circuit system for similar purposes.

N. W. Ayer announced its contract with SRT Television Studios in New York will provide it with both black-and-white and color tv facilities. The agency will conduct a three-part program under the general supervision of Thomas H. Calhoun, head of tv programs and production. The agency estimates the tv equipment to be made available by SRT is worth $500,000. Included is a new RCA live color camera chain.

First part of the program will be made up of the testing of commercials, packaging and art materials before cameras and live auditions for talent, all directed by David M. Crandell, supervisor of tv production at Ayer. As explained by the agency, this phase will provide guidance on proper use of color to get a "natural and effective picture."

Second phase will be a commercial color course for agency people under the direction of Donald S. Hillman, former NBC-TV producer-director and now a member of the agency's television directing staff. The course begins the middle of this month and will include lectures in Ayer's studio in New York (30 Rockefeller Plaza) by network executives, creative experts and speakers from commercial studios. Subjects to be covered include present and future devel-

PLAYING THE ERRORS IN RATINGS

By Jerome M. Sachs

RATINGS and the resultant cost-per-thousand are the tools of our trade. But, like any other product of a sampling study, ratings are figures with a statistical error that can be calculated.

Ignoring these errors, which are implicit in all survey results, has led to some remarkably silly behavior. When a rating falls from a 40 to a 35 there is a great demand for improvement. The difference between 40 and 35 may be of significance to a client agency, network or station. But, the apparent difference may not be a real one . . . the difference may be a statistical error.

When a survey is taken and it is reported that 40% of all tv homes in an area viewed a given program, this does not mean precisely 40% . . . it means approximately 40%. The range of this "approximately"—the upper and lower limits—is the calculated statistical error. These limits are always expressed with an associated degree of reliability called the degree of confidence.

The degree of confidence is expressed as a percent. For instance, 99.7% confidence tells us that if we repeated this survey the results would be within the established limits 99.7 times out of 100. Likewise, 95% confidence means that we should expect to be correct 95 times out of 100 . . . 68% means 68 times out of 100.

In terms of odds 99.7% confidence is like betting $369.40 to $1; 95% confidence is like betting 21 to 1 odds, 68% is a $2.15 to $1 favorite.

Now that we understand the meaning of statistical error and confidence limits, let's see what a rating really means.

(It should be understood that the size of the sample in relation to the entire population does not affect its projectability. That is, a properly selected sample of 400 in New York with 4,439,880 tv homes has the same projectability as does a properly selected sample of 300 in Portland, Ore., with 313,070 tv homes.)

Let's take these two cites, New York and Portland, and examine two extreme ratings in each market. In New York we will work with a 4.0 and a 40.0 on a sample base of 400 tv homes. In Portland we will work with the same 4.0 and 40.0 on a sample base of 300 tv homes.

The following tables show upper limits and lower limits for two sample sizes with varying degrees of confidence. Remember the upper limits are the highest extremity of the "approximately"; the lower limits are the lowest extremity of the "approximately."

TABLE I
UPPER AND LOWER LIMITS
99.7% Confidence

City	Sample Size	Rating	Upper Limits	Lower Limits
Portland	300	4.0	7.4	0.6
New York	400	4.0	6.9	1.1
Portland	300	40.0	48.5	31.5
New York	400	40.0	47.4	32.7

TABLE II
UPPER AND LOWER LIMITS
95% Confidence

City	Sample Size	Rating	Upper Limits	Lower Limits
Portland	300	4.0	6.3	1.7
New York	400	4.0	6.0	2.0
Portland	300	40.0	45.7	34.3
New York	400	40.0	45.0	35.0

TABLE III
UPPER AND LOWER LIMITS
68% Confidence

City	Sample Size	Rating	Upper Limits	Lower Limits
Portland	300	4.0	5.1	2.9
New York	400	4.0	5.0	3.0
Portland	400	40.0	42.8	37.2
New York	400	40.0	42.5	37.5

On the basis of these charts let's examine even the more closely the meaning of approximately . . . let's see what a 40.0 rating really means.

On a sample base of 400 a 40.0 rating is somewhere between:

99.7% Confidence	95% Confidence	68% Confidence
47.4	45.0	42.5
32.7	35.0	37.5

It becomes apparent that as the degree of confidence is increased so is the range in which the rating might fall. Although 68% confidence gives us the narrowest limits it affords too little confidence . . . 99.7% is best but the limits are far too great. We will therefore use 95% confidence limits, since this certainly gives a high enough degree of confidence and still keeps a relatively narrow range.

Translated into cost-per-thousand this means that in New York a Class "AAA" spot with a 40.0 rating that cost $2,050 has a cost-per-thousand of $1.15. With 95% confidence this $1.15 means somewhere between $1.03 and $1.32.

In Portland, Ore., a Class "AAA" spot with a 40.0 rating that cost $200 has a cost-per-thousand of $1.60. With 95% confidence his $1.60 means somewhere between $1.40 and $1.86.

Assuming that we could get 4.0 rating at one tenth the cost of

opment of color programming, audience for color telecasts, cost and budgeting, technical and engineering developments, uses of live production, film and slides, and problems of design, art work, makeup and wardrobe in preparing material for color tv. Supplementing the lectures will be workshop sessions at SRT's studios. The agency said the lectures and question-and-answer periods would be recorded, then edited and compiled in a printed report for Ayer and its clients.

A coaxial cable will be installed between SRT's studios and the Ayer office in New York to permit closed-circuit testing of material. This latter facility makes up the third phase of the program.

In announcing Ayer's move, James E. Hanna, vice president in charge of the agency's radio-tv department, cited the "growing importance of color as well as black-and-white tv" in the advertising plans of the agency's clients. Said Mr. Hanna: "The investments which clients make in television are so great that we believe it is vital to pre-test many types of material quickly and carefully before putting it on the air. Color will bring new problems, and these cannot be solved properly at desks, drawing boards or around a conference table.

"These can only be solved by actual work before a color camera and study of the results on a receiving set. In the past, such testing could only be done occasionally, by courtesy of the networks or stations equipped to transmit color. The arrangement with SRT Television Studios puts testing on a regular, businesslike basis."

Simply described, K&E's new testing device—shaped like a large automatic coffee vending machine — contains a continuous recording mechanism which registers the viewer's reactions to a tv commercial before actual showing to the public. The reactions permit the tv producer to evaluate the commercial's efficiency.

As invented by K&E's senior vice president in charge of marketing services, G. Maxwell Ule, the machine, for which a patent has been applied, has a rear-view projector that throws a filmed commercial onto a screen at eye-level. The viewer records his reactions to the commercial at the moment he sees and hears it by an adjustable lever. If the viewer likes the commercial, he moves the lever to the right; if he dislikes it, the lever is moved to the left—the more intense the reaction, the farther he moves the lever.

According to K&E, the machine will be made available to clients and can be set up at supermarkets, department stores and other "high traffic" areas for more typical test audiences. Reactions are recorded on a tape that can be analyzed.

The machine is on view—and will be through August—as a feature of a special Ford Motor Co. (a K&E client) testing exhibit at Grand Central Station in New York, a display of various electronic devices being put to use by the auto maker.

Mr. Ule told B•T the machine "helps us overcome the language problem. Language is the biggest barrier in communications. People simply cannot express themselves audibly. They can't tell you outright whether they like something or not. Now they can tell us in a nonverbal way." Mr. Ule, who had been thinking of such a testing device over the past 10 years, developed it especially for K&E, explaining, it "reflects" the viewpoint of the agency "we are trying to build. . . . Build a better gadget, you

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the 40.0 rating we would assume the cost-per-thousands to be equal. But this is how it works out.

TABLE IV
UPPER AND LOWER LIMITS

Market	Rating	Cost	CPM	Upper Limit CPM	Lower Limit CPM
New York	40.0	$2,050.	$1.15	$1.32	$1.03
	4.0	205.	1.15	2.31	.77
Portland, Ore.	40.0	$ 200.	1.60	1.86	1.40
	4.0	20.	1.60	3.76	1.01

Now which is the better buy . . . the 4.0 rating for $20 or the 40.0 rating for $200?

Note that the 4.0 rating may vary by as much as 50% . . . the 40.0 rating may vary by as much as 12.5%. (The higher the rating the lower the percent of variance. Conversely, the lower the rating the higher the percent of variance.)

Thus far we have discussed rating and the resultant cost-per-thousand in only two markets. But the cost-per-thousand varies market to market depending of course on the cost-per-spot in relation to the ratings possible.

$$CPM = \frac{\text{Cost Per Spot}}{\text{Thousands of Tv Homes In Area x rating \%}}$$

By virtue of stations not always scaling their prices in relation to the number of tv homes covered, the cost-per-thousand has a built-in bias. For instance, $200 could buy one "AAA" spot in Indianapolis with 597,130 tv homes. The same $200 buys one "AAA" spot in Portland with only 313,070 tv homes. *Portland has an inherent cost-per-thousand of almost twice Indianapolis.*

To illustrate this point we have selected 38 markets and have arranged them in descending order of tv homes. We took the highest one-time Class "AAA" rate in each market. To illustrate the rating possible we selected the rating of the #15th ranking show in each market, and then calculated the cost-per-thousand.

TABLE V

Rank	City	No. Tv Homes	Highest 1x Rate Class "AAA" Spot	Rating of 15th Show in Market	Homes Reached	CPM
1.	New York	4,439,880	2,050	26.4	1,172,130	$1.75
2.	Chicago	2,072,600	750	27.5	569,970	1.32
3.	Los Angeles	1,982,430	650	27.5	569,970	1.32
4.	Philadelphia	1,713,600	650	26.0	445,540	1.46
5.	Detroit	1,373,760	550	25.7	353,060	1.56
6.	Boston	1,131,760	500	31.0	350,850	1.43
7.	San Francisco	1,123,170	300	28.7	322,350	.93
8.	Pittsburgh	1,020,280	400	47.3	482,590	.83
9.	St. Louis	753,570	330	30.2	227,580	1.45
10.	Milwaukee	630,400	300	26.2	165,160	1.82
11.	Indianapolis	597,130	200	36.8	219,740	.91
12.	Washington, D. C.	592,820	350	24.4	144,650	2.42
13.	Minneapolis-St. Paul	590,460	330	28.2	166,510	1.98
14.	Atlanta	542,090	200	27.0	146,360	1.37
15.	Dallas-Ft.Worth	540,390	225	25.0	135,100	1.67
16.	Louisville	500,100	190	35.3	176,540	1.08
17.	Dayton	470,350	175	37.8	177,790	.98
18.	Schenectady	461,730	190	46.5	214,700	.88
19.	Houston-Galveston	445,030	220	27.9	124,163	1.77
20.	Seattle-Tacoma	430,990	190	25.0	107,750	1.76
21.	Syracuse	371,330	200	35.9	133,300	1.50
22.	Toledo	358,740	225	42.6	152,820	1.48
23.	Sacramento	356,840	130	30.8	109,900	1.18
24.	Portland, Ore.	313,070	200	31.0	97,050	2.06
25.	San Diego	305,460	180	26.7	81,560	2.21
26.	Miami	304,150	225	48.0	145,990	1.54
27.	Jacksonville	290,680	180	40.3	117,144	1.54
28.	Oklahoma City	290,190	225	31.2	90,540	2.49
29.	Rochester	287,820	160	32.5	93,540	1.71
30.	Tulsa	286,275	175	31.5	90,180	1.94
31.	Omaha	283,520	200	35.0	99,230	2.01
32.	Denver	259,150	150	25.8	66,860	2.24
33.	San Antonio	221,630	170	34.2	75,800	2.24
34.	Richmond	213,605	140	32.5	69,420	2.02
35.	Salt Lake City	169,150	150	29.7	50,240	2.99
36.	Tampa-St. Petersburg	168,690	125	30.4	51,280	2.44
37.	Spokane	146,330	137.50	33.0	48,290	2.85
38.	Duluth-Superior	91,360	65	38.8	35,450	1.83

Notice the range in the cost-per-thousand. Pittsburgh (#8) comes up with 83 cents cost-per-thousand. Salt Lake City (#35) shows a cost-per-thousand of $2.99. Notice, too, that the higher cost-per-thousands seems to appear in the smaller markets.

This is by no means the end of the story. We have dealt only with individual spot ratings and their costs-per-thousand. Other problems arise when ratings are added to yield total rating points per station or market. And, too there are the problems of audience duplication and frequency.

What we have hoped to do is:

(1) Point out that ratings are certainly a useful barometer of program popularity. *But we must always keep the plus and minus of our confidence intervals in mind.*

(2) Cost-per-thousands are an excellent index of spot efficiency. But we must beware of comparing cost-per-thousands with built-in-bias. *Only cost-per-thousands within the same market are comparable.*

JEROME M. SACHS is a time-buyer with Doyle Dane Bernbach, New York, on the Max Factor and Gallo Wine accounts. He started in the agency field some 11 years ago with J. D. Tarcher & Co., New York. After a five-year hitch there, he went into the Army for two years. Returning to civilian life, he joined Cecil & Presbrey, and later was associated with Franklin Bruck Adv. before moving to Doyle Dane Bernbach six months ago.

A COLOR LABORATORY for regular testing of television material and training of staff members has been set up by N. W. Ayer & Son through a contract signed with SRT Television Studios in New York. In the color control room watching a test are (l to r) David M. Crandell, Ayer supervisor of tv production; SRT President John F. Gilbert; Donald S. Hillman, an Ayer tv director, and Norman P. Tate, head of art for the agency. The laboratory also will be used for black-and-white television.

A PORTABLE tv commercial testing machine has been developed by Kenyon & Eckhardt. The machine contains a continuous recording mechanism which registers the viewer's reaction to a tv commercial before it actually is shown to the public. Here Laura Riordan "talks back" to a commercial on the machine at a Ford Motor Co. exhibit in New York City, and G. H. England, Ford's director of consumer research, watches the machine register her reaction.

* * *

get a better team, and consequently, better advertising."

The machine, hand-manufactured for $2,500, has a patent pending in Mr. Ule's name, and should a sufficient number of agencies express a collective interest in it, Mr. Ule said, "we may make it available to other shops, in time." Present plans, however, call for its exclusive use by K&E and its clients. It is designed to handle one commercial on a continuous basis ("we'd be defeating the premise of individual attention on one given commercial if we'd run a string of spots," Mr. Ule said) which will be changed after three days, and is adaptable for either black-and-white or color film.

K&E notes that once viewers' reactions are analyzed by the agency's research department, producers can then determine what segments of the commercial create interest and acceptance; learn what "creates positive and negative reactions," and decide which to eliminate from the commercial.

Supplementary Questionnaire

Mr. Ule also suggested that even though the machine seems to provide accurate reflection of viewers' reactions to a commercial, a supplementary questionnaire is desirable to get at the reasons in back of the reactions. To date, more than 1,000 persons have given their reactions to the machine in a three-months testing period at the Jersey Tire Co., appliance store in Plainfield, N. J., and at Quackenbush department store at Paterson, N. J.

In these tests, a questionnaire asked the viewer who had manipulated the machine's lever, what the commercial showed and told about the product; whether he rated it "better, poorer or on an average" with other commercials and why; whether he remembered the brand name; what specific parts of the commercial he liked or disliked; whether he planned to buy the product as a result of the commercial, and what were his past buying habits concerning the particular product.

The new closed-circuit tv system acquired by BBDO was purchased from General Precision Lab, Pleasantville, New York.

According to Robert Foreman, BBDO's vice president and director for radio and television, the equipment will provide for pre-studio testing and auditioning.

Mr. Foreman said BBDO will use the equipment for "preliminary checks" on art work, photographs and package designs to see how these items register on black-and-white tv. According to Mr. Foreman, the new system is "a logical part of the agency's tv equipment."

Models and actors will be auditioned to test them for their "tv looks" via the system, Mr. Foreman added.

Slater Promoted to V. P.

GEORGE A. SLATER, senior vice president, Mullay & Nichols, New York, has been appointed to the newly created post of executive vice president, it was announced last week. Mr. Slater will be responsible for account servicing and will share management responsibilities with John P. Kelley, president. Mr. Slater has been with the agency since 1938 and before that had been associated with Ralph J. Jones agency, Cincinnati.

Timely Article

THE CRASH between Trans-World-Airlines and United Airlines planes produced a concentrated three-day spot campaign by *Reader's Digest,* calling attention to an article in the July issue of the magazine on traffic jams in the air. Walter Weintz, circulation director of *Reader's Digest,* said that as soon as he heard details of the tragedy, he ordered a spot radio campaign on CBS Radio stations in New York, Washington, Los Angeles, San Francisco and Chicago, using 10 announcements last Monday and five on Tuesday and Wednesday. He added that *Reader's Digest* earlier had produced a five-minute free film on the subject of traffic jams in the air, which "several hundred" tv stations have been using.

S. F. BREWERY BUYS PRO GRID SLATES

SAN FRANCISCO BREWING Co. (Burgermeister beer) plans a one-half million dollar radio-tv professional football budget this fall, it was announced Thursday by President Henry E. Picard, with purchase on Don Lee Broadcasting System of all 18 games of the Los Angeles Rams and all 18 games of the San Francisco Forty Niners. Radio coverage also includes International Network, Arizona Broadcasting System and several stations in Alaska and Hawaii.

Burgermeister also has purchased CBS-TV's professional football package in Los Angeles and San Diego, consisting mostly of Rams games. Burgermeister had sponsored both the Rams and Forty Niners last season on ABC-TV in more than one dozen western markets but the CBS-TV package this year precludes that coverage. Instead, Burgermeister is doubling its normal complement of spots in other tv markets in addition to football budget which includes heavy radio-tv spot promotion schedule. The radio schedule starts Aug. 11 with an exhibition game. Burgermeister places through BBDO, San Francisco.

Brewery Expands Potter Show To 15 More Western Markets

REGAL Pale Brewing Co., San Francisco, through Guild, Bascom & Bonfigli there, plans sponsorship of a weekly half-hour kinescope version of its full-hour *Peter Potter Juke Box Jury* on KRCA (TV) Los Angeles in 15 other western markets including Alaska and Hawaii effective July 20. Program package may be expanded to midwestern and eastern markets also, KRCA reported.

To avoid payment of 5% royalty to the AFM Music Performance Trust Fund, the kinescope portion will not use live music, but recordings put to the jury will be sent to individual stations in advance for synchronized playback with kinescope. Peter Potter, disc jockey on

Advertisers . . .

we recommend the following:

Sponsors who demand a big response from their commercials choose WMAR-TV, because Channel 2 consistently delivers the largest audience from 7:00 A.M. to midnight.

(ARB, June 1956 . . . 46.7% share of sets in use)

Sports Results . . . A rundown of major league baseball scores, accompanied by highlights of the games. There are also reports on other sports events with feature stories on prominent athletes, Monday through Friday from 6:50 to 6:55 P.M.

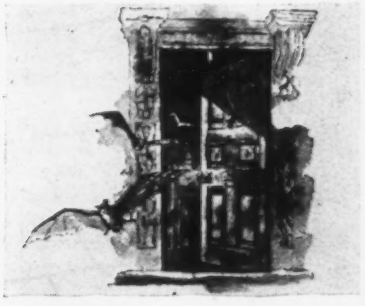
Sports Feature . . . Filmed interviews with sportsmen from a variety of fields, ranging from fishing to baseball, who explain the secrets of their success while offering suggestions for improvement. Monday through Friday from 7:10 to 7:15 P.M.

RANGE RIDER

Popular western series starring Jack Mahoney and Dick Jones who perform daring stunts enroute to disposing of their enemies. Tuesday through Friday from 6:00 to 6:30 P.M.

7 O'CLOCK FINAL

David Stickle presents thorough, fact-filled summaries of major international, national, and Maryland news augmented by newsfilm. Monday through Friday from 7:00 to 7:10 P.M.



INNER SANCTUM

Masterful portrayals by a host of accomplished television personalities make these psychological dramas top mystery thrillers. Monday through Friday from 11:20 to 11:50 P.M.

On Maximum Power—Televising Color **WMAR·TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

NEW COVERAGE in Wisconsin and Illinois

WISC-TV Channel 3 VHF offers you a rich area market. It includes the cream of America's Dairyland, the home of the University of Wisconsin, Wisconsin's Capital City of Madison, a northern section of agricultural Illinois. It is an area of diversified industry—a leading medical center.

COVERAGE FACTS

TV Sets In Area	300,170 (1958)
Total Families	499,800 (1958)
Total Population	1,383,150 (1958)
Total Retail Sales	$1,681,147,000 (1955)
County Coverage	30 (Wisc., Ill., Iowa)
Power	100,000 Watts
Antenna Height	1826 Ft. A.S.L.

CBS TELEVISION NETWORK

WISC-TV CHANNEL 3 VHF MADISON, WISCONSIN

Represented Nationally by
PETERS, GRIFFON, WOODWARD, INC.

KLAC Los Angeles since inception of the KLAC "Big Five" programming format several years ago, will retain only his Saturday and Sunday featured spot on the radio station. Meanwhile, KLAC has named Bill Silbert, formerly on WMGM New York, as disc jockey to replace Mr. Potter weekdays. Mr. Silbert changes his air name to Bill Bradley. He has signed a five-year local radio contract with KLAC.

Last Biow Accounts Signed

THE last of the former Biow Co. accounts found a new agency last week, when Julius Wile Sons & Co. (imported liqueurs) and Seeman Bros. Inc. (White Rose tea and other foods), both New York, appointed Anderson & Cairns, New York, as their agency.

Wile, Seeman and the Benrus watch accounts were all serviced over a period of 25 years by Jack Tarcher, now senior vice president and account supervisor of Lennen & Newell. After Mr. Tarcher dissolved his agency, the three accounts accompanied him to Cecil & Presbrey and Biow, now both defunct. C&P folded in November 1954, Biow last month. Mr. Tarcher resigned Wile and Seeman before joining Lennen & Newell with Benrus this past spring because of "product conflict." The two accounts will continue to be serviced by Ed Ridley, account executive at C&P and Biow on the two accounts and who had been with Mr. Tarcher for the past 15 years.

ARB Releases Ad Study

ADVERTISING Research Foundation last week issued Vols. II and III of its *Printed Advertising Ratings Method* study, giving in Vol. II advertising ratings obtained by the aided recall, recognition and reader interest methods, and in Vol. III the advertisements studied with the ratings for each.

Vol. I, issued previously, presented information on the number and per cent of people claiming to have read the May 16, 1955, issue of *Life* magazine, used as the guinea pig for the study. The three volumes, containing more than 600 pages and nearly 60,000 figures, represent more than $100,000 in research and comprise ARF's biggest survey to date, involving more than 12,000 interviews. Non-subscribers can obtain sets of the three-volume report at $500 per set.

Series Reverts to Color

NBC-TV's *Kraft Television Theatre*, now in its ninth year and one of the first tv dramatic hour-long programs, initiated colorcasting with last Wednesday's show. Current plans call for the series to be continued live and in color through Sept. 5, although the network has indicated the color schedule may be extended into the 1956-57 season. Kraft Foods Co.'s agency, J. Walter Thompson Co., as well as NBC-TV, pointed out that at least on last Wednesday's show, and possibly on others, commercials would be in monochrome.

Sewing Products Drive Set

ABC-TV's *Afternoon Film Festival* has been chosen by Coats & Clark Sales Corp., New York, to promote its threads, zippers and needlework products this fall. Participations will be used on other tv shows in markets not covered by ABC, with the company hoping to reach 85% of the nation's tv homes. Kenyon & Eckhardt, New York, is Coats & Clark's agency.

ADVERTEST TV TESTIMONIAL— BEST FOR SELLING NEW CARS

Survey for NBC backs results determined in two earlier studies. Television leads all other media as top automobile saleman in every question asked, and dealers prefer that type of advertising.

ADDITIONAL ammunition is being fired this week in support of television as the most effective advertising medium for automobile sales among auto dealers and prospective buyers.

This latest testimonial for television is underlined in a survey conducted for NBC by Advertest Research, New Burnswick, N. J. [CLOSED CIRCUIT, July 2]. In the main, it substantiates conclusions reached in recent studies conducted separately by ABC-TV and television Bureau of Adv. [B•T, July 2] on television as an advertising medium for automobile sales. Highlights of the survey, to be released by NBC today (Monday):

• Television has "a stronger impact on automobile dealers and prospects than any other medium."

• Dealers say tv is the most preferred national medium in getting people to visit show rooms; is the most effective medium in preselling the prospect and making the dealer's job easier; is the one type of advertising most strongly recommended above all other media, and is the one in which manufacturers should increase their budgets.

• New car prospects say that tv advertising "stands out most strongly in their minds," and that tv, above all other media, does the most in inducing them to look at a particular make of automobile.

Hugh Beville Jr., vice president in charge of planning and development for NBC, revealed that the survey was shown last week to leaders of the automobile industry in Detroit. Mr. Beville reported that the survey, designed to provide indications of the comparative effectiveness for automobile advertising of the major national advertising media, was conducted by Advertest under the supervision of Dr. Thomas E. Coffin, manager of research for NBC.

The field research, he said, was carried out by Advertest during June 2-5 in 10 major cities in the eastern half of the U. S., and included dealers and customers of all "Big Three" makes (General Motors, Ford and Chrysler) in proportion to their share of recent passenger car sales. Personal interviews were conducted with 128 dealers and 335 customers in dealers' showrooms, according to Mr. Beville. Cities covered were Atlanta, Baltimore, Boston, Chicago, Cleveland, Columbus, Minneapolis, Nashville, New York and St. Louis. On many questions, respondents gave multiple choices.

Highpoints of the dealers' phase of the survey:

Television was listed by 59% of the dealers as the medium they believed most effective in getting people to visit their showrooms, followed by newspapers, 43%; magazines, 12%; all others, 15%; none, 6%. Television again was favored by dealers for pre-selling prospects, with a total of 59%; newspapers, 36%; magazines, 21%; all others, 9%; none, 12%. In another question, asking dealers which medium a certain auto manufacturer should put most of its money into, television again led by 59%; newspapers, 38%; magazines, 10%; all others, 4%; none, 12%.

What Sent New Car Shoppers To Showrooms		Where Dealers Report Seeing Automobile Advertising	
Television	50%	Television	84%
Newspapers	16	Magazines	73
Magazines	13	Newspapers	69
Radio	2	Radio	30
Other	5	Billboards	10
None	18	Other	4

Highlights of the consumer part of the survey:

Television scored highest of all media (71%) on a question which asked new-car prospects to remember the advertising itself and via which medium for a particular car make. Trailing were magazines, 42%; newspapers, 40%; all others, 29%; none, 4%.

Asked which kind of advertising stands out "most strongly in your mind," 61% of new-car prospects cited television; 22%, magazines; 17%, newspapers; 10%, all others; none, 3%. Queried as to which kind of advertising did the most to get the prospect interested in looking at a particular make, television led with 50%; newspapers, 16%; magazines, 13%; all others, 7%; none, 18% (see chart above).

Mr. Beville reported that other conclusions reached by the survey were that, although more of the automotive advertising budget goes into newspapers, the dealers personally notice tv advertising more than print advertising for their makes and 72% of the dealers interviewed felt that tv seems to cause more word-of-mouth comment among customers and prospects than any other medium.

GOING PLACES . . . AND . . . DOING THINGS

NBC RADIO's *Monitor* likes "going places . . . and . . . doing things." So does, it would appear, American Motors Corp.'s Rambler Cross-Country, a six-passenger station wagon which a week and a half ago bid fair to smash previously-held stock car economy runs when it racked up the 2,961.42 miles between Los Angeles and New York on 92.27 gallons of gas—less than five tankfuls at $26.17.

Expecting this to happen, it seemed only logical to American Motors and Geyer Adv. New York and Detroit officials that *Monitor* should report the running of this economy drive to the weekend listener as news and as a matter of interest to the weekender who is, after all, a hot sales prospect for the Nash Rambler.

Producer Al Capstaff of *Monitor* was approached with the idea of covering the economy run as an editorial feature. Geyer's radio-tv director Ray Mauer received, in turn, a total of 20 precious weekend minutes, splitting them on a 50-50 basis between June 23-24, each segment averaging four minutes. No sooner had *Monitor* sales staff caught word of the coverage than Geyer ended by buying $6,000 worth of commercial time adjacent to the editorial features. In addition, Geyer scheduled filmed reports of the run on its regular Wednesday night *Disneyland* on ABC-TV, for June 20 and June 27 showing.

Geyer dispatched Detroit tv director Ed Rodgers to Los Angeles to supervise filming of the June 19 departure, rushed negatives through a local film lab and set copywriter Jim DeFoe to produce a 90-second commercial for the next night's *Disneyland*. Then, radio-tv production supervisor Lee Emmerich left New York for pre-determined locales through which the Rambler was scheduled to pass, aided American Motors P. R. people in coordinating local-radio-tv-press coverage and by the time *Monitor* went on the air, telephoned running commentaries to Mr. Mauer, who was standing by at NBC's Radio Central in New York, ready to edit tapes and place them on the air. Finally, film producer Jim Harkey rushed his camera crew to a place in downtown Manhattan, ready to flag in the Rambler at the finish line, the morning of June 25th.

"Our primary aim," said Mr. Mauer, "was to time the running in as close a fashion to a news event of the utmost importance. We were frankly surprised at the public's reaction to this thing. Why, in Columbus alone, they were lined up in the streets as if a visting general was passing by."

Mr. Mauer emphasized Geyer used no stunts. The Rambler's gas tank, continually serviced (through a separate promotional tie-in) by Tidewater Oil Co.'s Tydol Flying "A" stations in 13 states, was locked immediately upon filling by an official of the National Assn. of Stock Car Racing, and when it came time to halt overnight after a grueling 13 hours on the road, NASCAR impounded the car to prevent tinkering with the carburetor or gas gauge. No move was made in routing the run to avoid normal weekend traffic jams or large metropolian area congestions in such cities as St. Louis and Indianapolis. A Nash official pointed out that the experiment was just that. "Neither we nor the *Monitor* people knew whether we'd make it past all the checkpoints," he said.

All commercials placed next to the *Monitor* news coverage were keyed to the actual running, causing such a local reaction that American Motors dealers along the way reported a sudden increase in showroom traffic. Said one dealer: "One person admitted to me she was all set to buy a —— until she heard of the Rambler's gas consumption on *Monitor*. Imagine—32.09 miles per gallon on overdrive." Added Mr. Emmerich, reporting on that motor-happy city, "they loved us in Indianapolis!"

So successful was the reaction to the report via *Monitor*, Mr. Mauer reported last week, that American Motors bought more time segments on NBC the following weekend. It'll be sometime before AMC lets up on the broadcast accelerator. On the planning board now: an intensive, all-media campaign on the fact that the Rambler Cross-Country really went places . . . doing big things.

THE Rambler Cross-Country crosses the finish line in Manhattan after averaging 32.09 miles per gallon on its Los Angeles-New York economy run.

Pillsbury Orders 'Mickey'

PILLSBURY MILLS Inc., through Leo Burnett Co., Chicago, has placed an order for 26 matching quarter hours of ABC-TV's *Mickey Mouse Club* this fall. Through the network's central division, Pillsbury will sponsor the 5:15-30 p.m. (EDT) segment on alternate Thursdays, probably starting Oct. 1, on behalf of its various baking mixes. Renewal orders by other sponsors for *Mickey Mouse Club* segments—reportedly Miles Labs and Minnesota Mining & Mfg. Co.—also are understood to be imminent.

Tootsies Sponsor Parade

FOR THE second year, The Sweets Co. of America (Tootsie Roll candy bars) will be a sponsor of Macy's Thanksgiving Day Parade from New York on NBC-TV (Nov. 22, 11 a.m.-12 noon EST). Ideal Toy Corp. had signed earlier as a sponsor of the parade.

AGENCY APPOINTMENTS

Robert A. Johnston Co., Milwaukee, appoints J. Walter Thompson Co., Chicago, to handle advertising for biscuit, candy-confectionery, and chocolate-cocoa divisions, effective Aug. 1.

Fieldcrest Mills (textiles) N. Y., names J. Walter Thompson, N. Y., for its domestics division, effective Oct. 1.

Knapp-Monarch Co., St. Louis electric appliance manufacturer and recent purchaser of Nesco, to Frank Block Assoc., St. Louis.

American Motor Hotel Assn., Kansas City, Mo., names Jackson, Haerr, Peterson & Hall Inc. for special promotions. Agency handled special promotions for client during year ended Nov. 1955.

SPOT NEW BUSINESS

American Pencil Co., N. Y., launching pre-Christmas spot tv drive for Venus Paradise coloring set in New York, Boston, Cincinnati, Chicago and Los Angeles, starting mid-September and ending close to Christmas. Agency: Doyle Dane Bernbach, N. Y.

Parents Magazine, N. Y., planning spot television campaign after Labor Day to promote sale of two *Parents* monthly publications—*Humpty Dumpty* for children 3 to 7 and *Children's Digest* for those 5 to 12. Number of markets still undetermined but David Altman Adv., N. Y., specialists in book advertising, understood looking for availabilities on children's and women's programs.

NETWORK NEW BUSINESS

Hotpoint Co., Chicago, will sponsor schedule of 150 five-minute news segments on NBC's *Monitor* weekend radio service, marking Hotpoint's first participation on *Monitor*, starting Sept. 8. Agency: Needham, Louis & Brorby, Chicago.

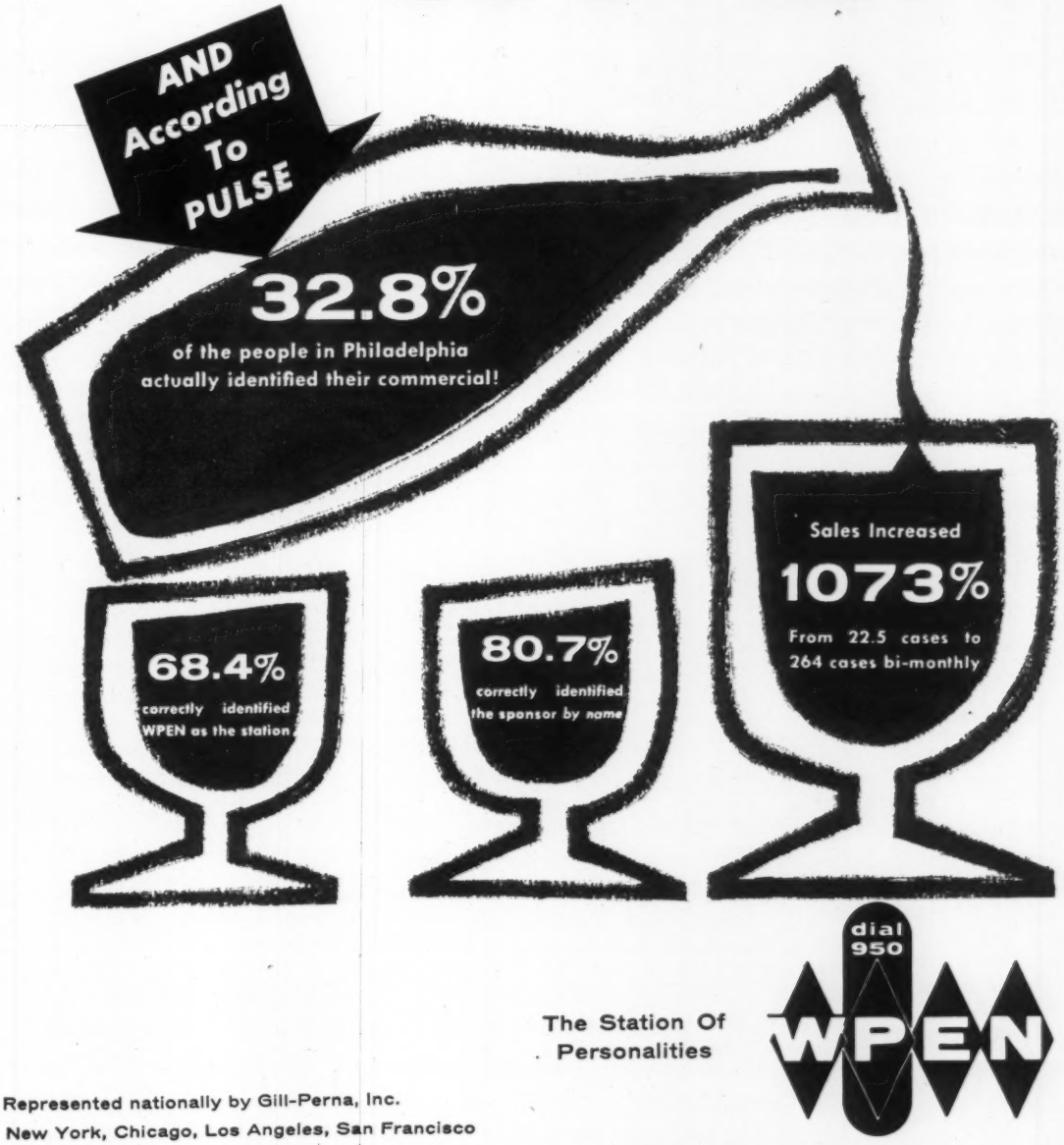
ABC-TV reports new sponsors for *Afternoon Film Festival* (Mon.-Fri.) include Norwich Pharmacal (Ungentine), through Benton & Bowles, N. Y., for undetermined length, 31 participations, beginning today (Mon.); Thomas J. Lipton Inc. (soups), via Young & Rubicam, N. Y., three participations per week for five weeks, beginning Oct. 3, Exquisite Form Brassiere Inc., through Grey Adv., three participations per week for 13 weeks, starting Sept. 10.

OF ALL THE MEDIA IN PHILADELPHIA

12 Radio Stations 3 Newspapers 4 TV Stations

KINGS BURGUNDY WINE...A NEW PRODUCT

USED ONLY WPEN



The Station Of Personalities

dial 950 WPEN

Represented nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco

500,000

from Texans in the state's Two for your help in making June

TO THE RADIO-TELEVISION

Television

NORTH TEXAS AREA

KRLD-TV	Dallas
WFAA-TV	Dallas
WBAP-TV	Ft. Worth
KFJZ-TV	Ft. Worth
KLTV-TV	Tyler

SOUTH TEXAS AREA

KFDM-TV	Beaumont
KGUL-TV	Galveston
KPRC-TV	Houston
KUHT-TV	Houston

MID-TEXAS AREA

KTBC-TV	Austin
KCEN-TV	Temple
KWTX-TV	Waco

SAN ANTONIO AREA

KCOR-TV	San Antonio
KENS-TV	San Antonio
WOAI-TV	San Antonio

COASTAL BEND AREA

KVDO-TV	Corpus Christi
KRIS-TV	Corpus Christi

Radio

NORTH TEXAS AREA

KBUD	Athens
KALT	Atlanta
KFYN	Bonham
KCAR	Clarksville
KCLE	Cleburne
KAND	Corsicana
KGKO	Dallas
KIXL	Dallas
KLIF	Dallas
KRLD	Dallas
KSKY	Dallas
WFAA	Dallas
WRR	Dallas
KDSX	Denton
KERC	Eastland
KCNC	Ft. Worth
KCUL	Ft. Worth
KFJZ	Ft. Worth
KNOK	Ft. Worth
KXOL	Ft. Worth
WBAP	Ft. Worth
KGAF	Gainesville
KSIJ	Gladewater
KSWA	Graham
KGVL	Greenville
KHBR	Hillsboro
KFRO	Longview
KMHT	Marshall
KMAE	McKinney
KORC	Mineral Wells
KIMP	Mt. Pleasant
KRRV	Sherman
KTAN	Sherman
KSTV	Stephenville
KTER	Terrell
KCMC	Texarkana
KOSY	Texarkana
KTFS	Texarkana
KTUE	Tulia
KGKB	Tyler
KTBB	Tyler
KBEC	Waxahachie
KSYD	Wichita Falls
KTRN	Wichita Falls
KWFT	Wichita Falls
KSST	Sulphur Springs

SOUTH TEXAS AREA

KIOX	Bay City
KRCT	Baytown
KREL	Baytown
KFDM	Beaumont
KJET	Beaumont
KRIC	Beaumont
KTRM	Beaumont
KWHI	Brenham
KORA	Bryan
KDET	Center
KVLB	Cleveland
WTAW	College Station
KMCO	Conroe
KULP	El Campo
KBRZ	Freeport
KGBC	Galveston
KLUF	Galveston
KGRI	Henderson
KCOH	Houston
KLBS	Houston
KNUZ	Houston
KPRC	Houston
KTHT	Houston
KTRH	Houston
KXYZ	Houston
KYOK	Houston
KSAM	Huntsville
KEBE	Jacksonville
KTXJ	Jasper
KOCA	Kilgore
KFRO	Longview
KLTI	Longview
KRBA	Lufkin
KTRE	Lufkin
KSFA	Nacogdoches
KOSF	Nacogdoches
KOGT	Orange
KNET	Palestine
KLVL	Pasadena
KOLE	Port Arthur
KPAC	Port Arthur
KFRD	Rosenberg
KTLW	Texas City
KTEM	Temple
KNAL	Victoria
KVIC	Victoria

MID-TEXAS AREA

KNOW	Austin
KTBC	Austin
KTXN	Austin
KVET	Austin
KLEN	Killeen
KCYL	Lampasas
KMLW	Marlin

THANK YOUS

Billion Dollar Dairy Industry
Dairy Month Bigger than ever

INDUSTRIES OF TEXAS

KTEM	Temple
KWTX	Waco
WACO	Waco
KMBL	Junction
KTAE	Taylor

SAN ANTONIO AREA

KNAF	Fredericksburg
KCTI	Gonzales
KENN	Kenedy
KERV	Kerrville
KGNB	New Braunfels
KBOP	Pleasanton
KCOR	San Antonio
KENS	San Antonio
KEXX	San Antonio
KITE	San Antonio
KIWW	San Antonio
KMAC	San Antonio
KONO	San Antonio
KTSA	San Antonio
WOAI	San Antonio
KCNY	San Marcos
KWED	Seguin
KVOU	Uvalde

COASTAL BEND AREA

KBKI	Alice
KIBL	Beeville
KCCT	Corpus Christi
KEYS	Corpus Christi
KRIS	Corpus Christi
KSIX	Corpus Christi
KUNO	Corpus Christi
KWBU	Corpus Christi
KURV	Edinburg
KBLP	Falfurrias
KINE	Kingsville
KANN	Sinton

There's not enough room on these two pages. . . . or in the entire magazine. . . to express the wholehearted appreciation of the Dairy Industry for your help. The biggest June Dairy Month in history was an outstanding success because of your readiness to cooperate in reminding the listeners and viewers of Texas that the daily use of dairy products is the keystone of health, pleasure and economy.

We remain ever indebted to individual staff members who lent their skills and efforts to our cause. To the production, programming and talent personnel of the stations participating. . . and to the "front offices" who recognized the merchandising and promotional opportunities of June Dairy Month. . . we take pleasure and pride in saying "Thank You" for the 500,000 individuals employed by the Texas Dairy Industry.

That means one of every fifteen employed persons in the state, earning and spending 15% of its agricultural income, wants to shake your collective hand. For these members of the nation's healthiest, growing-est industry. . . and for those of us who were entrusted with the pleasant chore of making June Dairy Month an event to be remembered. . . we repeat again, "THANKS A MILLION!"

Bill McDougall

BILL McDOUGALL
AGRICULTURAL RELATIONS, LTD.

for ***The American Dairy Association of Texas, representing the Texas Dairy Farmers in cooperation with The Dairy Products Manufacturers and Retail Outlets serving Texas consumers***

Dow Chemical Co., Midland, Mich., will sponsor 15-minute post-game *Football Scoreboard* at conclusion of seven of eight National Collegiate Athletic Assn. games on NBC-TV in fall. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

Evangelical Foundation Inc., Phila., through Walter F. Bennett & Co., Chicago, has launched new *Bible Study Hour* with Dr. Donald Grey Barnhouse, on NBC Radio (8:30-9 a.m. EDT).

Prudential Insurance Co. of America, Newark, N. J., through Calkins & Holden, N. Y., will sponsor *Air Force* on CBS-TV for one hour on Nov. 11 and for 26 half-hours thereafter on Sundays, 6:30-7 p.m. After that, Prudential will resume sponsorship of *You Are There* in same time slot.

American Chicle Co., N. Y, will sponsor half of hour-long *Ozark Jubilee* which moves from Saturdays, 7:30-to-9 p.m. to Thursdays, 10-11 p.m. EDT on ABC-TV, effective Oct. 4. Second half of show will be co-operative. Agency: Ted Bates.

A&A PEOPLE

Arnold Blitz, part owner, first vice president and chief account executive of H. Richard Seller Adv., Portland, Ore., retired and plans to move to L. A. in fall. He owned Blitz Adv., Portland, until 1955.

Jack Rafield, formerly vice president, Frank Block Assoc., St. Louis, and **Steven Parrot,** assistant account executive, Grant Adv., to Grey Adv., N. Y., as account executives; **Marianne Herbert,** formerly tv copywriter, Dowd, Redfield & Johnstone, N. Y., to Grey as radio-tv writer; **Karnig Thomasian,** formerly art director, Mumm, Mullay & Nichols, to Grey art department, and **Edward Handman,** copywriter, Daniel & Charles, to Grey in similar capacity.

J. G. MacDANIELS, manager of the Boston factory branch of Studebaker-Packard Corp., signs a 26-week contract for the midnight to 1 a.m. portion of the *Jerry Howard Show* on WEEI Boston, Monday through Saturday. Also present (l to r): seated, Jerry Howard, dressed as the character he portrays, "Slim Pickin's"; A. R. Marzelli, eastern regional manager for the automobile company; standing, Robert N. Sullivan of the Daniel F. Sullivan Co., Boston advertising agency; James Marooney, Studebaker-Packard sales manager, and Thomas Y. Gorman, sales manager of WEEI.

Carl Nichols, copy supervisor on Sunshine Biscuit Co., Folger coffee, Silvercup bread and other accounts, Cunningham & Walsh, N. Y., appointed vice president. He has been with agency since 1946.

William A. Rockett, with Chambers & Wiswell Inc., Boston, 10 years, named media director. **Gene Kilham,** formerly with WBZ-TV Boston and other stations, named radio-tv director of agency.

Robert H. Davidson, with General Foods Corp. since 1940 in various sales, marketing and advertising posts, named national sales manager of GF's Jell-O Division, succeeding **Charles A. Kolb,** recently named director of trade relations.

Herbert Flaig, account executive, WKRC-TV Cincinnati, resigned to open advertising agency at 617 Vine St., Cincinnati.

Paul Schlesinger from media supervisor to account executive and **Rudolph N. Carlson** appointed assistant merchandising manager at Tatham-Laird Inc., Chicago. **Katherine Keating** and **Joan Woodside** to agency as copywriters.

John H. Thomas, formerly advertising manager of Indian Head Mills Inc., N. Y., named advertising manager of Tussy Cosmetiques Div., Lehn & Fink Products Corp., N. Y.

Roger N. Peterson, formerly vice president of Peterson & Kempner, to J. M. Mathes Inc. as account executive.

Bernard Lundy promoted from advertising copywriter and house organ editor to advertising supervisor at Mystik Adhesive Products Co. (Mystik tape), Chicago.

Louis B. McFarland, formerly treasurer of Webster Groves Trust Co., St. Louis, to administrative staff of Warner & Todd Inc., St. Louis agency.

CAKE MIXES IN LOS ANGELES TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Pillsbury (Leo Burnett)	4	1	3	29
2.	Betty Crocker (B. B. D. & O.)	3	1	3¾	26

LOS ANGELES INDEX (NETWORK PLUS SPOT)

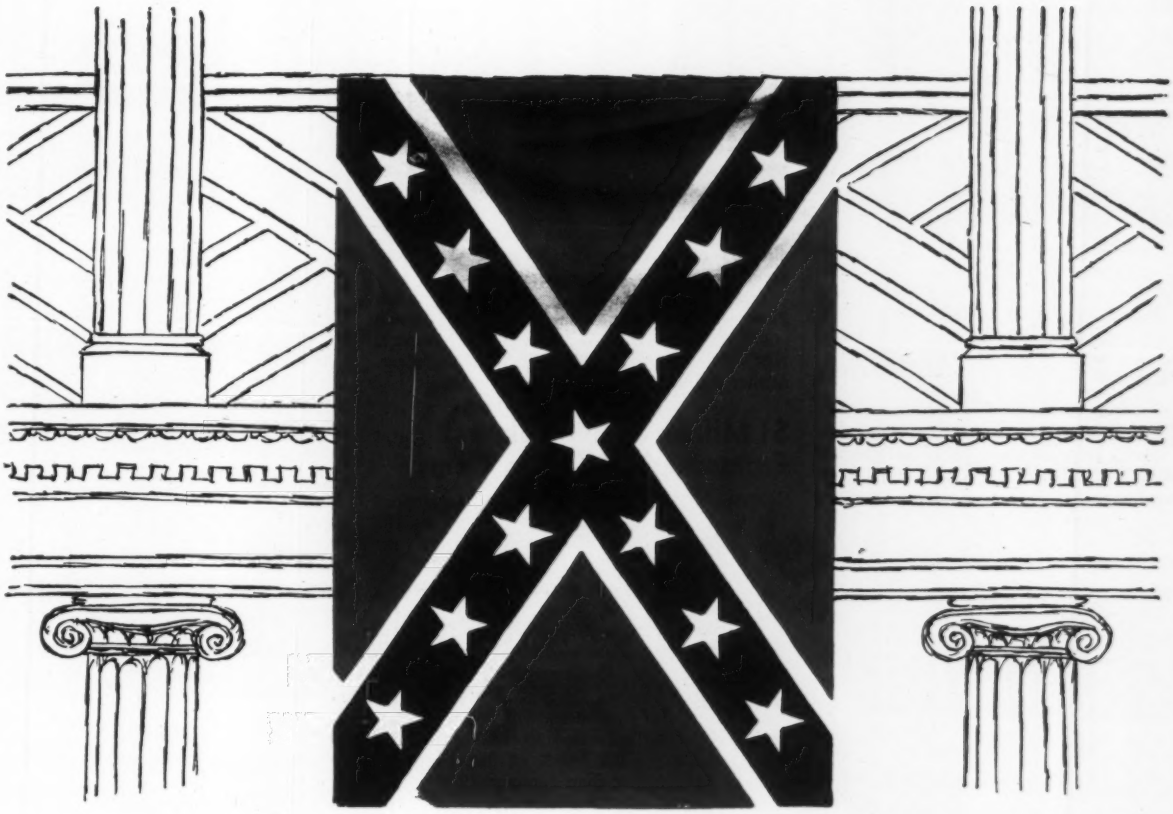
Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Dromedary (Ted Bates)	—	2	15	49
2.	Pillsbury (Leo Burnett)	4	1	3	38
3.	Betty Crocker (B. B. D. & O.)	3	1	3¾	22

In the above summary, the monitoring occurred the week ending May 11, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.



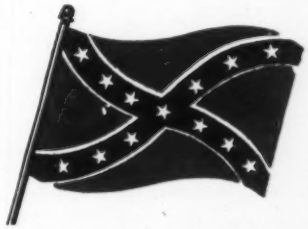
The Quiet Grandeur..

The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

In today's industrially-expanding South, sentiments may remain in the past, but betting money is on the future.

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio. To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV *belongs* to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

Donald Davis, member of Pepsi-Cola Co. account management group, and **Victor Sack,** assistant director of radio-tv production, The Biow Co., to Kenyon & Eckhardt, N. Y., respectively as account executive and commercial staff producer.

Connel Murray, former news and communications staffer, KNBC San Francisco, to Herman Mueller & Assoc., S. F. agency, as publicity writer and account executive.

Robert Bassindale and **Thomas Cadden** to commercial department of Tatham-Laird Inc., Chicago, as writers-producers. **Mary Afflick,** recently promoted from producer-writer to commercial group supervisor at agency, assigned to Wander Co. (Ovaltine, Toddy) and C. A. Swanson & Sons accounts.

Lee Ann Weimer promoted to assistant public relations director of Grant Adv. Inc., Chicago. **Pat Flaherty,** formerly in Grant's Hollywood office, assigned public relations regional account executive for Floral Telegraph Delivery Assn. and **Betty Renegar,** formerly on publicity staff of Hotel Sherman, Chicago, will handle public relations for Grant Drake Hotel account, same city.

John T. Cunningham, assistant director of public relations, Anderson & Cairns, N. Y., to Morey, Humm & Warwick, N. Y., as public relations account executive. His replacement at A&C is **Raymond Corder,** editor of *Upholstering Magazine.*

Jay Beneman, account executive, Feigenbaum & Wermen Adv., Phila. agency, married to Susan Adelaide Silberstein.

COLORCASTING®

Advance Schedule
Of Network Color Shows
(All times EDT)

NBC-TV

July 9-13 (3-4 p.m.) *Matinee,* participating sponsors (also July 16-20, 23-27, 30-31).

July 11 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also July 18, 25).

July 15 (5-5:30 p.m.) *Zoo Parade,* sustaining (also July 22, 29).

July 15 (7:30-9 p.m.) *Sunday Spectacular,* "The Bachelor," participating sponsors.

July 18 (7:30-7:45 p. m.) *J. P. Morgan Show,* sustaining.

July 19 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co., through J. Walter Thompson (also July 26).

July 21 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors (also July 28).

July 22 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller, Smith & Ross.

July 23 (8-8:30 p.m.) *Producer's Showcase,* "Rosalinda," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

July 29 (9-10 p. m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co., through Young & Rubicam.

[Note: This schedule will be corrected to press time of each issue of B•T]

McCadden Names Two V.P.'s; Plans $6 Million for Shows

PROMOTION of two executives of McCadden Productions to rank of vice president was announced last week by President George Burns with the disclosure that the tv film company will invest about six million dollars this next season in new and continued program product.

New vice presidents are Maurice Morton, director of business affairs, and Al Simon, executive in charge of production.

Program lineup includes *Burns & Allen Show, Bob Cummings Show, People's Choice* and *Marie Wilson Show,* all CBS-TV; *Impact,* NBC-TV; *Courage* and *Delightful Imposter,* neither definitely scheduled.

$1 Million for New Shows Earmarked by Screen Gems

SCREEN GEMS Inc., New York, announced last week it has set aside $1 million for the development of new tv film programs. The decision was reached following a series of meeting among Screen Gems executives in Hollywood.

A quota of 20 new programs to be developed for the 1957-58 season was set at the meetings. Ralph Cohn, vice president and general manager of Screen Gems, reported that production on pilots for all new series will begin between Setember and December so that completed prints will be in the hands of the company's sales force no later than January 1957.

Greene, Lanterman Upped By ABC Film Syndication

PROMOTION of Joseph F. Greene and Norma Lanterman to the newly-created posts of assistant to the vice president in charge of sales and office manager of the central division of ABC Film Syndication, respectively, is being announced today (Monday) by Don L. Kearney, vice president in charge of sales for ABC Film Syndication.

Mr. Greene, formerly client service manager, will serve as assistant to Mr. Kearney, handling specifically the supervision of the contract department, development of new business and sales analysis, both domestic and international. Miss Lanterman formerly was executive secretary in the Chicago sales office of ABC Film and will continue to make her headquarters in that city, reporting to Howard Anderson, sales manager of the central division.

TPA Elects Melzak V. P.

ELECTION of Vincent Melzak as vice president of Television Programs of America was announced last week by Milton A. Gordon, TPA president. Mr. Melzak will continue his present duties as head of TPA International. As vice president, he will work with Mr. Gordon on general administrative matters and with Michael M. Sillerman, executive vice president, in sales coordination and expansion.

FILM PEOPLE

John Kelly, station manager of KBRC-TV Abilene, Tex., and previously general manager of KTXL-TV San Angelo, Tex., appointed manager of Dallas office of Official Films Inc., N. Y.

Lou Kravitz, formerly vice president for sales and advertising, Filmack Studios, Chicago, to Fred Niles Productions, Chicago, as account executive.

Tv Features Radio

RADIO will be featured on a television program—a half-hour show filmed in New York last week by The Christophers. The program, one of a new series of 15 tv shows being filmed for the 365 stations carrying the weekly Christopher program in the U. S., Canada and overseas, deals with "Radio's Great Power for Good," according to Father James Keller, director of The Christophers. Participants were Mutual President John B. Poor, who discussed "The Far-Reaching Coverage of Radio"; CBS Radio President Arthur Hull Hayes, who spoke on "The Rewards of a Career in Radio," and Don Durgin, vice president in charge of the ABC Radio Network, on "How the Audience Helps Strengthen Radio."

Dick Klevickis, previously with Luckoff and Wayburn Inc., Detroit advertising agency, to creative writing staff of Kling Film Productions, Chicago.

FILM SALE

Guild Films Co., N. Y., reports WEWS-TV Cleveland has signed to carry *Liberace Show* for two years, extending to October 1958.

FILM DISTRIBUTION

UN Radio, N.Y., has entered field of syndicated tv production and distribution with availability of *Guest of Honor* film series. It consists of five half-hour programs of discussion on world problems by leaders of UN countries and, according to UN Radio, has been ordered by 32 stations throughout the country for summer viewing.

ABC Film Syndication, N. Y., has added "Fire Over England" to its "Anniversary Package" of feature films, raising to 16 total number of features in package. Film was produced by late Sir Alexander Korda and stars Laurence Olivier, Vivien Leigh, Flora Robson and Raymond Massey.

Trans-Lux Television Corp., N. Y., making its program guide of more than 600 titles of film programs, produced by Encyclopaedia Britannica Films, available to tv stations and advertising agencies on request. About 150 programs are offered in color.

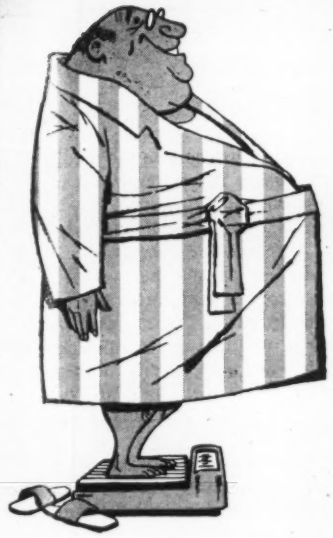
FILM RANDOM SHOTS

Circle Film Labs., N. Y., has been bought by Fred Todaro, who joined film processing plant last July as superintendent. Name of company has been changed to Criterion Film Labs., with headquarters at 33 W. 70th St.

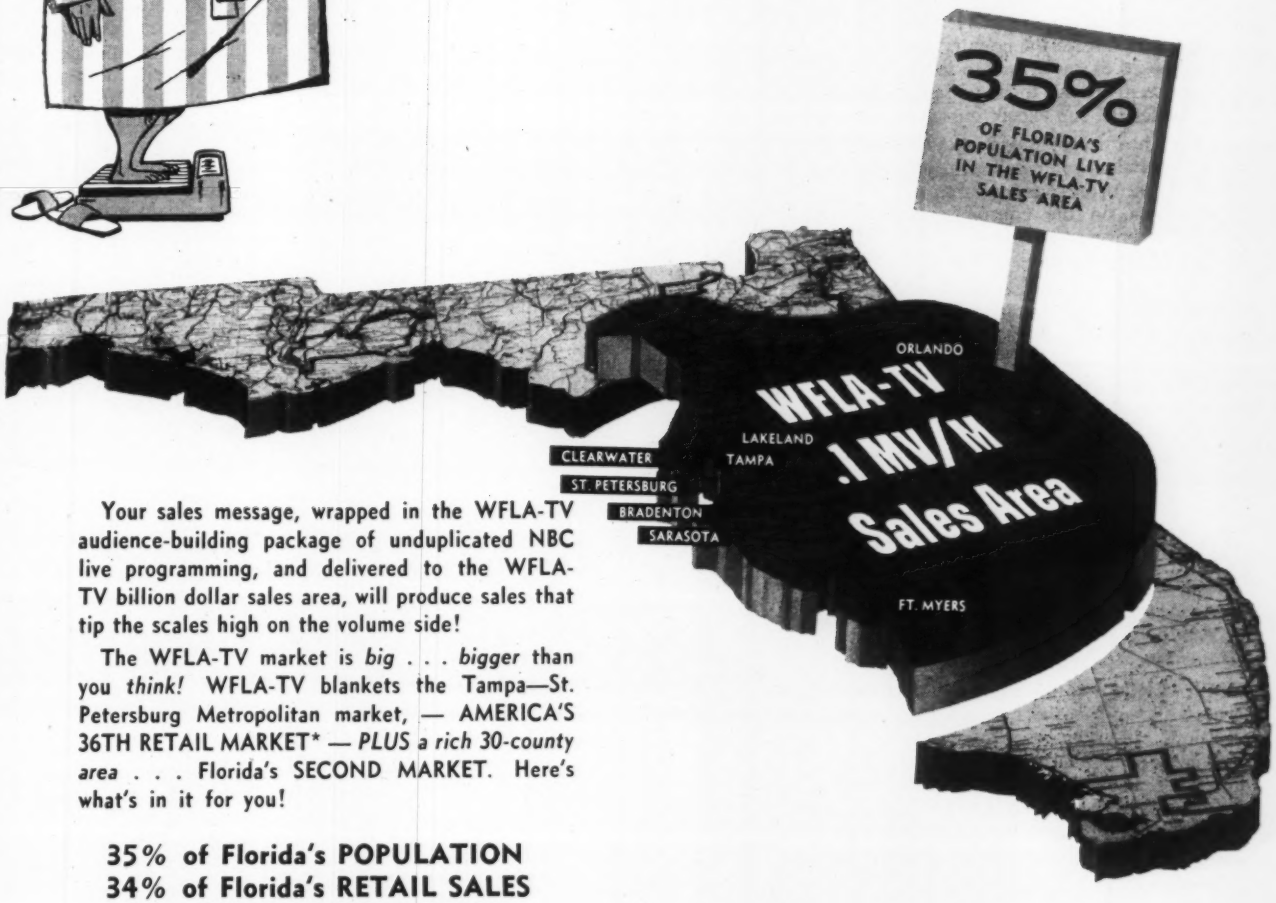
International Sound Studios Inc., N. Y., has opened new motion picture sound recording studios in mid-Manhattan where it has built three sound stages. Firm will begin dubbing work shortly on package of 10 foreign motion pictures for television and theatrical release.

Gommi-Tv, N. Y., has been formed to produce films for tv and industry by Albert Gommi, advertising photographer. Offices and studios will be located at 305 E. 47th St. Telephone is Eldorado 5-7650. Firm will concentrate on food and allied products, under direction of Ted R. Lazarus, formerly with Donahue & Coe and George Blake Enterprises, both N. Y.

Filmack Studios, Chicago, announces new live action studio for production of filmed commercials in Filmack Bldg. at 1327 S. Wabash Ave.



it's BIGGER than you think!



Your sales message, wrapped in the WFLA-TV audience-building package of unduplicated NBC live programming, and delivered to the WFLA-TV billion dollar sales area, will produce sales that tip the scales high on the volume side!

The WFLA-TV market is *big . . . bigger* than you *think!* WFLA-TV blankets the Tampa—St. Petersburg Metropolitan market, — AMERICA'S 36TH RETAIL MARKET* — *PLUS a rich 30-county area* . . . Florida's SECOND MARKET. Here's what's in it for you!

35% of Florida's POPULATION
34% of Florida's RETAIL SALES
35% of Florida's FOOD SALES
31% of Florida's DRUG SALES

WFLA-TV gives you intensive coverage of this big, fast-growing year 'round market—the only Florida station that delivers unduplicated NBC live programming within its 100 mile radius. . . . Your BLAIR-TV man can offer top-rated availabilities.

**(Figures from Consumer Markets, 1955 and SM Survey of Buying Power, May 1956)*

wfla-tv
channel 8
TAMPA-ST. PETERSBURG
NBC Basic (INTERCONNECTED)
NBC

National Representative
BLAIR-TV

PLAYBACK

QUOTES WORTH REPEATING

ADVERTISING'S CHAMPION

Rep. Bob Wilson (R-Calif.), former partner in Champ-Wilson Advertising Agency, San Diego, addressing House of Representatives:

ADVERTISING, I sometimes think, is one of the most maligned and least understood professions in the country. Admen are supposed to know how to use words, but we seem to use them to sell everything under the sun except ourselves.

I have heard people who should know better, including some college professors, say the cost of advertising is an unjustified burden on the consumer—that it raises the prices Americans pay for the necessities and luxuries of life.

How ridiculous that is. Far from costing the consumer money, advertising saves him millions of dollars a year. We can hold the prices of our products down only through mass distribution. We can obtain mass distribution only by informing the maximum number of people of just what the products of American industry can do for them. That is the function of advertising.

LUXURY OF INTEGRITY

Sydney W. Head, director of broadcasting and film services, U. of Miami (Fla.), in his book Broadcasting in America *(Houghton Mifflin Co. Boston):*

OPERATION by the highest standards necessarily implies the freedom to make decisions. If acceptance or rejection of the next proffered account means the difference between survival and bankruptcy, the manager has no real freedom. He is governed by expediency; he cannot afford the luxury of integrity.

The range in degrees of freedom among stations is tremendous. The manager of a station on a favorable channel in a rich market without excessive competition can afford to set up statesmanlike long-term policies which look to the future as well as the present, which work toward the building of his station as an institution with a distinctive personality, good taste, and integrity. In practical terms, such policies will result in rejection of all advertising of doubtful ethical value, discrimination in the selection of program material and talent, strict adherence to time limitations on commercial copy, scheduling of well-produced sustaining features in salable time-segments, refusal to make deals in violation of published rates, and so on.

Consider, by contrast, the situation of the manager of a station on an unfavorable channel in an over-competitive, limited market. He is not sure he can meet his payroll at the end of the week. What happens when he tells a salesman that the client he has just succeeded in selling is unacceptable to the station? Can he turn down a good prospect because the time desired by the advertiser happens to have been promised to the PTA? If a major sale hinges on an under-the-table rebate, can he afford to make a high-minded speech about the sanctity of rate cards?

The wide range in what we have called "degrees of freedom" means that broadcasting is in many ways not at all the same thing for all stations and networks. Because of such variations the NARTB has never been able to secure agreement on standards of practice which meet even the already-established standards of some stations and networks. It simply is not realistic to expect every network to be able to meet the same standards as NBC, or an unaffiliated uhf television station in a small market to meet the same standards as a network key station in New York.

Here, then, is a basic socio-economic problem created by the system of advertising support and competitive operation. It does not mean, of course, that all small, underprivileged stations are by definition unethical. Many in radio have found a *modus vivendi* by narrowing their service down to meet the needs of special groups; by skillful and efficient management many such stations offer a highly satisfactory service within the limitations they have marked out for themselves. (No such solution has yet been found, however, for the small-scale television operation.)

TV NO MAGIC BOX

Sig Mickelson, CBS vice president in charge of news and public affairs, speaking of "The Electronic Revolution in Politics":

WHEN some future historian sits down to write the history of the 1956 political campaigns, I think it very probable that he will build his history around the revolution in campaign methods brought about by the new importance of electronic communications.

This is the first campaign year in which television has become the dominant medium in the thinking and planning of the national committees. The evidence is already piling high.

The President and his advisers are planning a "television campaign." Officials of both parties have advertised the fact that they are tailoring their conventions to the demands of television. In pleading for funds, both national chairmen stress the cost of purchasing television time. Candidates in the pre-convention primaries have moved into doubtful states with television advisers and formulas, some good, some bad, for presenting television programs. . . .

I wonder whether the enthusiasm with which television is being embraced as the 1956 campaign gets under way may not lead to disillusionment in the medium if that enthusiasm is not tempered with some hard political judgment.

The fact is, that unless used wisely, television may not be the magic box which, when used, leads the way to the politician's Utopia. Ineptitude and carelessness could destroy the magic charm.

It seems to me there are five principles which could very well govern the use of television in the year 1956 if television is to yield the spectacular results of which it is fully capable. They are:

Rule 1. The candidate or his spokesman should be himself. He should not hoke up the act with obvious histrionics.

Rule 2. Remember that it is the whole impression through the campaign that counts, not the one created on a single program.

Rule 3. Interest in a candidate cannot be created solely on the basis of the external trappings of showmanship which may surround a program. Interest, sympathy, and understanding have to be created by the candidate himself or by the person speaking in his behalf.

Rule 4. Do not think of television purely as a "showbusiness medium." It is essentially a medium of communications as are newspapers, magazines, and radio and not just a vaudeville stage.

Rule 5. Recognize television's vast potential for the communication of ideas. Many politicians who would pay hard cash to buy time to make a speech on television would literally throw away even better time by failing to include television reporters and cameramen in their plans for coverage of an interesting news event or press conference. Those who get the most mileage from television will be those who learn this lesson early as did President Eisenhower when he admitted television newsfilm cameras to his press conference.

DON'T FORGET THE SHOW

Donald H. McGannon, president of Westinghouse Broadcasting Co., addressing the Catholic Broadcasters Assn. in Boston:

HUMAN NATURE poses a real challenge for the religious or educational broadcaster, because many people today would rather be entertained than taught or inspired. And television and radio are constantly striving to develop new ways to heighten entertainment values. In order to capture and hold the attention of an audience of respectable size—in fact, even to avoid having a disastrous effect on the audience levels of programs that follow—a religious or educational program must utilize a high degree of showmanship, without, of course, compromising the integrity of its message. Bishop Fulton Sheen's broadcasts are just one excellent proof that this can be done successfully.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO ®

delivers more for the money

These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

More people live in this mountain-isolated Beeline area than in all of Colorado. They have over $3½ billion in spendable income.

(Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

Two Radio Stations Sign Laurence News Features

WHBI Newark, N. J., and KVMA Magnolia, Ark., are the latest stations to engage a corps of foreign correspondents by tape through Laurence News Features, New York.

In the Laurence service, exclusive stories and interviews are taped by newsmen in key capitals of the world, personalized with client-station's call letters and city, and rushed to the radio station by air express.

Thesaurus Series Issued

A NEW, five-minute transcribed radio series, *Great American Women,* featuring actor Basil Rathbone, is being sent to RCA Thesaurus station subscribers by the program library service.

The series of 65 programs, narrations about such famous women as Amelia Earheart, Pocahontas, and Grandma Moses, can be used either as individual shows or as part of regular women's programs.

PROGRAM SERVICE PEOPLE

Walter Kerr, author-playwright and drama critic for *New York Herald-Tribune,* retained by Tv-Radio Workshop of Ford Foundation as drama consultant.

Dick Norman, film director, KPTV (TV) Portland, Ore., to director of Pictures Inc., Anchorage, Alaska, theatrical distributor. Mr. Norman is president of Region 17, National Assn. of Television Film Directors.

Robert Saudek, director of Tv-Radio Workshop of Ford Foundation, and executive producer of *Omnibus* on ABC-TV, will address special three-day conference on commercial television in relation to education at Harvard U. Summer School, Cambridge, Mass., beginning July 16.

PROGRAM SERVICE SHORTS

Community Club Services, Boston sales promotion firm, has appointed S. W. Caldwell Ltd., Toronto, to represent CCS in Canada.

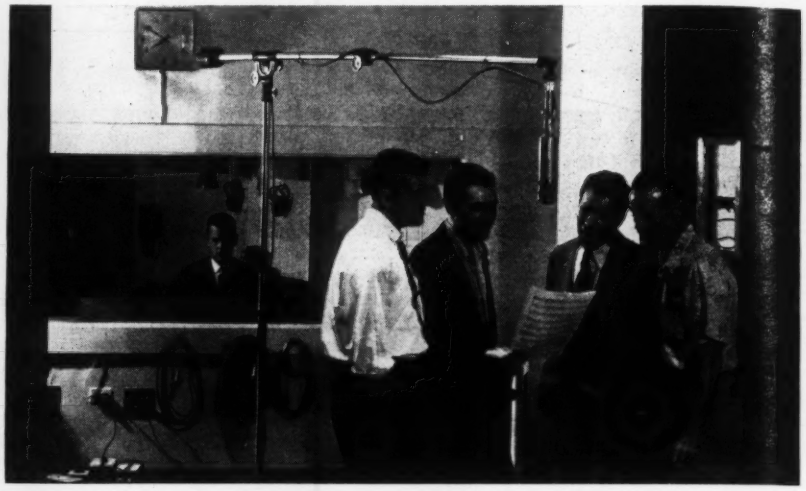
Cambridge School of Radio & Television Broadcasting, New York, has opened new Cambridge Television Center, making available to advertising agencies, production firms, networks and independent stations complete rehearsal facilities, studios for filming commercials, closed circuit tv system for sales meetings, audio and video recording studio, film editing shops and meeting halls. New center is located at 1481 Broadway (Times Square).

Aaron Rothenberg & Assoc., Beverly Hills, Calif., appointed by MCA-TV to create exploitation merchandise for sponsors of *Adventures of Kit Carson* tv film series.

World Broadcasting System has added new set of safety jingles by composer Frank Luther to service features, bringing to total of 48 number of safety songs and jingles available from World.

RCA Thesaurus, N.Y., has signed WACE Chicopee, Mass., WGHN Grand Haven, Mich., KNDY Marysville, Kan., and KMRS Morris, Minn., as subscribers.

Castle Newell Productions, specializing in creation and production of radio-tv musical backgrounds and musical commercials, has been re-established at 2501 East Chevy Chase Drive, Glendale, Calif., Mr. Newell has announced. For several years he has been supervising music instruction in L.A. public schools.



BUICK's spring fashion commercial is vocalized at Olmsted's by (l to r) Clyde Sechler, Jeff Clark, Ralph Cummings and Gordon Goodman. At controls: Richard Olmsted.

THE PLUSH SIDE OF THE RECORD

EIGHT hundred thousand dollars laid out for a new, bigger, luxury-type studio layout, with plans already afoot for further expansion. That's Olmsted Sound Studios' tangible tribute to the strength of the aural medium.

Olmsted, at 1 East 54th St., New York, is a radio recording firm whose principal business is producing and/or recording commercials for advertisers and agencies. It would be correct—but misleading—to report that its volume today is 1,000% higher than a year ago, for Olmsted was just getting started a year ago. It is apparent, however, that business is good—and good business at a commercial recording studio reflects good business in radio.

Headed by Henry C. Olmsted as president and his son Richard as executive vice president and chief engineer, Olmsted Sound Studios opened for business in January 1955. By December the firm had to spread out, taking an additional floor and thereby doubling its facilities. The $800,000 redecorating job which transformed the space into plush studios and offices and efficient as well as shiny control rooms has just been completed. Now Olmsted is getting ready to take over still more space.

In insisting on swank decor for the studios and offices, Executive Vice President Olmsted goes on the theory that agency people—who are among the chief users of the facilities—will be more comfortable, and therefore able to work better, in surroundings akin to those they have in their own homes. Thus he's tried to make the place "homelike" from thick-carpeted floor to easy chairs to wall prints and fixtures—even to a small, emergency bar to which clients may repair after long, unsteadying sessions on a 60-second spot.

The length of the Olmsted client list itself is a clue to the amount of radio activity that is going on generally. It includes most of the top agencies, a number of jingles firms, at least two radio stations, and the U. S. government, among others. Both ABC and CBS Radio also are clients.

Among current agency clients are BBDO; McCann-Erickson; William Esty Co.; N. W. Ayer & Son; Campbell-Ewald; Leo Burnett Co.; Morey, Humm & Warwick; Sullivan, Stauffer, Colwell & Bayles; Anderson & Cairns; Doherty, Clifford, Steers & Shenfield; Kenyon & Eckhardt; Kudner; Cunningham & Walsh; Calkins & Holden; Grant, and Buchanan & Co.

In addition to commercials for use on U. S. stations, Olmsted is developing foreign-commercials business. Goodall Fabrics, for example, taped a commercial in Haitian Creole to sell Palm Beach suits to Haitians. Griffin Polish, International Salt, and Quaker Oats are among those that reach Puerto Rico, Cuba, the Dominican Republic, Peru, Panama and Venezuela in several Spanish dialects recorded by Olmsted.

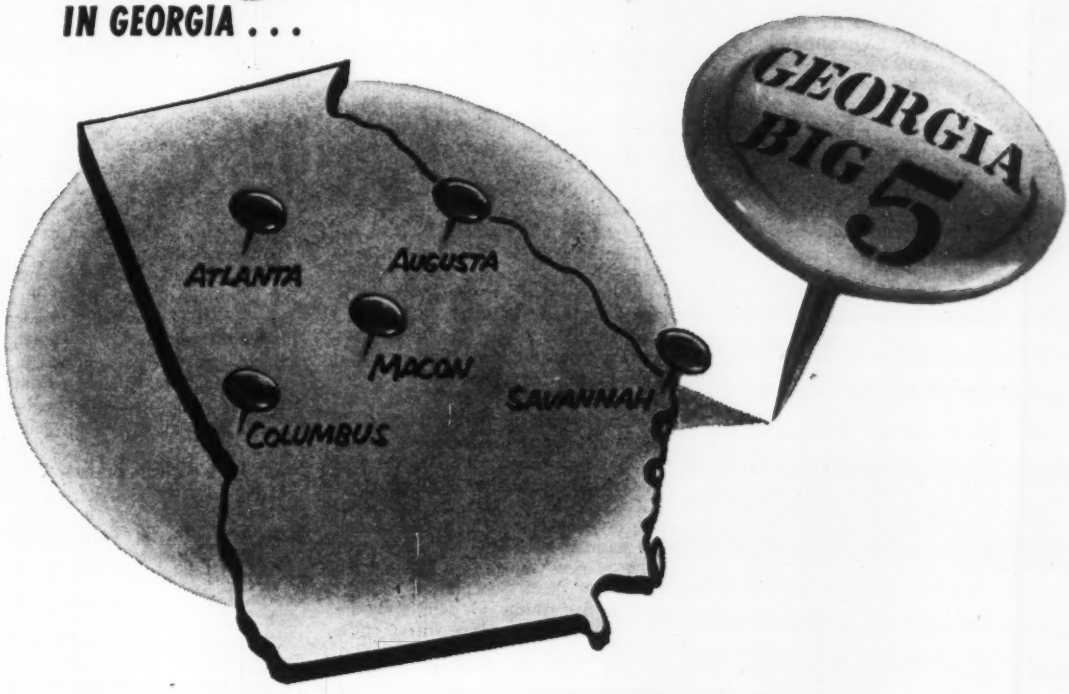
The firm also does a sizable amount of non-broadcast business. Westinghouse Electric Corp., for instance, recorded a "Watch Westinghouse" song there and had Olmsted play it at the 1956 stockholders' meeting, then print up a recording for mailing to each of more than 100,000 stockholders.

From time to time Olmsted's is called upon to record the sound track on a film—and for one independent tv producer, who was peddling a pilot film to agencies, the firm made individual recordings for different agency executives, outlining its merits for the clients of each.

THE executive chiefs at Olmsted. At right is Henry C. Olmsted, president; at left, Richard B. Olmsted, executive vice president and chief engineer.

LET'S GET DOWN TO BRASS TACKS!

THERE ARE 5 BIG MARKETS IN GEORGIA . . .



AND ONLY THE GEORGIA BIG 5 COVERS THEM ALL!

YOU GET ALL 5 IN ONE BUY

Now with **one** buy, involving only **one** bill, you can get dominant coverage of Georgia's **five** major markets—Atlanta, Augusta, Macon, Columbus and Savannah. The five long-established stations that make up the Georgia Big 5 deliver 83 per cent—yes, 83 per cent of all Georgia radio homes!

REACH MORE RADIO HOMES AT LESS COST PER MINUTE

The Georgia Big 5 gives you larger radio circulation throughout the state than any other station can deliver—and at lower cost, too. It's your BIG buy—your BEST buy in the nearly $3 billion (and growing fast!) Georgia market.

LOCAL IMPACT PLUS NETWORK ECONOMIES

Get the **local** advantages of intense **listener loyalty** and **strong dealer influence** . . . AND the **practical** advantages of a network with the five leading stations of the Georgia Big 5. Point of sale merchandising support including sales aids, trade calls, trade mailings and tune-in announcements provides **added sales power** for your spot. Add to this the sales-producing **local impact** of hometown programming. Result: *sales success.*

Let your Avery-Knodel man show you why
YOUR BIG GEORGIA BUY IS . . .

Represented Nationally by
AVERY-KNODEL, Inc.

WGST *Atlanta* 5,000W ABC
WGAC *Augusta* 5,000W ABC

MERCHANDISE SOLD VIA GEORGIA BIG 5 WGST WGAC WRBL WMAZ WTOC

WRBL *Columbus* 5,000W CBS
WMAZ *Macon* 10,000W CBS
WTOC *Savannah* 5,000W CBS

INDUSTRY EXPRESSES DOUBTS ABOUT FCC ALLOCATION PLAN

Some comment that Commission acted to relieve pressure from Capitol Hill. Attitude of new Comr. Craven is speculated with consensus that he's more in favor of uhf. Petitions for changes resume.

WITH a full week's contemplation of the import of the FCC's report and order on tv allocations under their belts, broadcasters—and those who advise them—had two questions on their lips last week. They were:

- Is the Commission serious?
- What will Craven do?

The FCC two weeks ago held that the best solution for the ills of tv was the eventual —but unscheduled—move of tv to the uhf, in all or a major part of the country. This was predicated on the development of uhf to equality to vhf in coverage, equipment costs and design. The FCC also issued proposed rule-making notices in 13 specific cities, proposing either complete or partial deintermixture [B•T, July 2].

The majority observation on the FCC's action was one of strong doubt that it meant what it said. This was particularly strong about moving tv to an all-uhf service.

The word "phoney" was used by more than one source. Other comments were more pithy: "The Commission is trying to ration revenues, programs, and network affiliations." "The FCC is bailing out those enterpreneurs who are in trouble. That's free enterprise?" "Another year of jazzing around!"

Many comments—all from reputable, informed sources who for obvious reasons asked for anonymity—were phrased to indicate that they thought the Commission's document was forced by politics—by the pressures from Capitol Hill. "The Commission was forced to do something to get the Hill off its neck," one Washington lawyer observed.

There were some thoughts expressed that in perhaps a year or so maybe three or four of the 13 cities might be truly be deintermixed. The others will never go through, was this reaction.

One Washington attorney who numbers several successful uhf operators among his clients was particularly bitter at the Commission's boost in maximum uhf power to five million watts. The advantages, at best, are marginal, he said. Yet, if one uhf station in a market increases its power to the maximum, all uhf stations in that market must follow. There is the huge initial capital cost, he pointed out, to say nothing of the terrific maintenance financial load.

Questions Coverage Tables

A consulting engineer raised his eyebrows at what he called the "extension" of Grade B service implied in the new FCC coverage tables. That might be true 20% of the time in ideal terrain, he declared.

Several comments were made about inconsistencies. The Hartford situation was used as an illustration by one observer. Ch. 3, he pointed out, had been first assigned to New London, Conn. After the Sixth Report in 1952 it was moved to Hartford. Now, he shrugged, it goes to Providence. Why? he asked.

Other inconsistencies, it was pointed out, involved Norfolk, Va.; Pittsburgh, Pa.; Sacramento, Calif.; Corpus Christi, Tex.; Spartanburg, S. C., and Raleigh, N. C. In these the FCC took no action, but in similar circumstances (Albany, New Orleans), notices of proposed rule-making were issued.

From several sources disappointment was expressed that the Commission had not provided for "squeeze-ins"—low-powered, low-antenna height vhfs "in order to provide three equivalent services" as one put it.

All comments were not pessimistic. There were some favorable reactions.

Even if only a few of the 13 "pilot" cities are really and truly deintermixed, it will mean that uhf remains as an established and operating service. This means manufacturers will have to continue making uhf sets and "Madison Ave." will know that uhf hasn't died. That was one advocate's viewpoint.

If there was any doubt of the Commission's sincerity, another observed, its actions in prohibiting construction in Peoria and Springfield should have dispelled that. He referred to the June 27 grants of ch. 8 to WIRL Peoria, Ill., and ch. 2 to WMAY-TV Inc., Springfield, Ill. The Commission forbade construction until the proposed rule-making in those cities.

In a prepared statement, George A. Mayoral, WJMR-TV New Orleans, declared: "The FCC's proposed decision looking toward the eventual shift of all television broadcasting to the uhf region of the spectrum was the *only* proposal that the FCC could have made in view of all the problems involved . . . This is a national solution to a national problem . . ."

The attitude of new Comr. T. A. M. Craven was the subject of much speculation. It was pointed out that five of the 13 deintermixture notices were made on four to three votes. These were Elmira, N. Y.; Hartford, Conn.; Madison, Wis.; Norfolk, Va.; Albany, N. Y.

It was the consensus, however, that Comr. Craven's basic, long time attitude was more favorable to uhf than otherwise. It was recalled that as early as 1945 he had recommended that commercial television operate in the uhf band. It was also recalled that in the current allocations proceedings, Mr. Craven, in his own name, had suggested an allocations plan which would have deintermixed all the major cities in Zone I except in 10 instances.

On the other hand, it was felt in some circles, Comr. Craven would be loath to disturb vhf grants made after long and expensive hearings. "He's been on the outside," one source observed, "and he knows what a hearing means."

Meanwhile, petitions for changes in the allocations structure began coming into the FCC after a lapse of some months. In the last 10 days six rule-making petitions have been filed.

They include: (1) adding ch. 11 to Coos Bay, Ore., from Yreka, Calif.; (2) substituting ch. 8 for ch. 55 in Mt. Airy, N. C.; (3) allocating ch. 3 to Ainsworth, Neb.; (4) moving ch. 5 from Raleigh to Rocky Mount, N. C., and adding a reserved uhf channel to Raleigh; (5) changing the educational reservation from ch. 1 to chs. 6 or 10 in Corpus Christi, Tex., or deleting chs. 6 and 10 from Corpus Christi; (6) delete educational reservation from ch. 7 in Jacksonville, Fla., or remove ch. 12 and add ch. 46 to Jacksonville.

There are more than 50 such petitions awaiting action at the FCC. The complete list:

Ft. Smith, Fayetteville, Ark.—Delete ch. 5. from Ft. Smith and assign to Fayetteville.

Bakersfield, Calif.—Add 17 or 17 and 39 to Bakersfield.

Bishop, Calif.—Allocate either ch. 3, 8, 17, 19 or 25 to Bishop.

***Fresno, Madera, Calif.**—Change Fresno educational reservation from ch. 18 to 53 or swap ch. 53 for ch. 30 at Madera.

***Pueblo, Alamosa, Colo.**—Delete ch. 3 from Pueblo and assign to Alamosa, Colo.

Jacksonville, Fla.—Delete educational reservation at Jacksonville, changing educational ch. 7 to commercial, or delete ch. 12 and add ch. 46.

***New Port Richey, Bunnel, Fla.**—Add ch. 10 to New Port Richey.

Cartter, Ill.—Allocate ch. 13 to Cartter.

Harrisburg, Ill., Bowling Green, Ky.—Replace ch. 22 Harrisburg with ch. 13, deleting latter from Bowling Green.

Peoria, Galesburg, Ill.—Substitute ch. 25 for ch. 43 at Peoria, and substitute ch. 77 for ch. 40 at Galesburg.

Springfield, Lincoln, Ill.—Allocate ch. 39 to Springfield, and substitute ch. 49 for ch. 53 at Lincoln, Ill.

Indianapolis, Anderson, Ind.—Allocate ch. 26 to Anderson, deleting ch. 61 from that city; delete ch. 26 from Indianapolis and add ch. 77 there.

Evansville, Ind., Owensboro, Ky., Festus, Mo., Shelbyville, Tenn.—Delete ch. 62 from Evansville and add ch. 14; delete ch. 14 from Owensboro, add ch. 62; delete ch. 14 from Festus, add ch. 25, and delete ch. 62 from Shelbyville, add ch. 56.

Ft. Wayne, Angola, Ind.—Assign ch. 15 to Ft. Wayne, substituting ch. 77 for ch. 15 at Angola, Ind.

***Des Moines, Iowa**—Shift educational reservation from ch. 11 to uhf.

Houma, La.—(1) Delete ch. 30 from Houma, add ch. 11. (2) Add ch. 11 to Houma.

***Nashaquitsa, Mass.**—Assign ch. 6 to Nashaquitsa.

***Marquette, Calumet, Mich.**—Add ch. 13 to Marquette; substitute ch. 5 for ch. 13 at Calumet, Mich.

***Clarksdale, Indianola, Cleveland, Ruleville, Greenwood, Miss.**—(1) Move ch. 6 at Clarksdale to Indianola, and assign ch. 44 to Clarksdale. (2) Delete ch. 6 from Clarksdale and add to Cleveland or Ruleville or in an area between Cleveland, Ruleville, Greenwood and Indianola.

***Greenwood, Miss.**—Move ch. 6 to Greenwood.

Helena, Bozeman, Mont.—Delete ch. 12 from Helena and reallocate to Bozeman.

Glendive, Mont.—Allocate ch. 5 to Glendive.

Missoula and Kalispell, Mont., Sandpoint, Iowa—Add ch. 8 to Missoula; substitute ch. 25 for 9 at Sandpoint, and substitute ch. 9 for 8 at Kalispell.

Ainsworth, Neb.—Add ch. 3 to Ainsworth.

*Proposed rule-making issued by the FCC, but no final decision yet issued.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Hartford, Conn., ch. 3; Paducah, Ky., ch 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Orlando, Fla., ch. 9; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Lead-Deadwood, S. D., ch. 5; Pittsburgh, Pa., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Coos Bay, Ore., ch. 16.

Another thinly disguised WJR success story

May 12 was an unusual day in Michigan. At 2:30 p.m. that Saturday WJR broadcast a tornado alert—and it wasn't lifted until 3 a.m. Sunday. In seven hours 27 twisters had smashed their lethal paths across the state.

It was dark, it thundered, flashed lightning, and rained sheets—and it was downright scary.

From 6 p.m. to 3 a.m. WJR broadcast complete reports, every half-hour. Three newscasters (and one newscaster's wife), every engineer and every announcer helped gather information, answered phones, and got the news on the air.

Their job was simple: from hundreds of panicky reports they sifted accurate information. It was checked and double checked with the station's direct weather bureau wire and with police chiefs in stricken areas. When they were certain it was accurate, they told the listeners about it. They were careful, they were calm, and they included safety precautions.

"I am sure," wrote one woman later, "that WJR's prompt reporting of sound information, and its calm despite the danger, saved many people from near-panic."

An Ohioan nearby listened to WJR from 6 p.m. to 3 a.m., circling all twister areas on a map. "We are deeply grateful to the news staff and all others for their constant vigil," he wrote. "We depended entirely on their faithful service."

People in the WJR area have learned that WJR newscasts are dependable, factual and more comprehensive. That's why the recent study by Alfred Politz Research, Inc. shows that 42% of all radio listeners tune to WJR for news.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

Lincoln, Neb.—Change Lincoln educational reservation from ch. 18 to 12.

Nadine, N. M., Monahans, Tex.—Add ch. 9 to Nadine, substituting ch. 35 for 9 at Monahans.

***Roswell, Artesia, N. M.**—Remove ch. 10 from Roswell, and assign to Artesia.

Fairfield, N. Y.—Allocate ch. 2 to Fairfield.

Mt. Airy, N. C.—Substitute ch. 8 for ch. 55 at Mt. Airy.

Raleigh, Rocky Mount, N. C.—Delete ch. 5 from Raleigh and substitute a reserved educational uhf channel. Add ch. 5 to Rocky Mount.

Winston-Salem, N. C.—Allocate ch. 8 to Winston-Salem.

Youngstown, Ohio-Pittsburgh, New Castle, Pa.-Clarksburg, W. Va.—Substitute ch. 33 for 73 at Youngstown, ch. 22 for 47 at Pittsburgh, ch. 79 for 22 at Clarksburg, and/or move ch. 45 from New Castle to Youngstown.

Elk City-Woodward, Okla.—Delete ch. 8 from Woodward, adding it to Elk City; add ch.35 to Woodward.

Coos Bay. Ore., Yreka, Calif.—Add ch. 11 to Coos Bay, substituting ch. 19 for ch.11 at Yreka.

Prineville, Ore.—Allocate ch. 11 to Prineville.

Harrisburg, Lancaster, Williamsport, Pa.—Switch ch. 71 at Harrisburg for ch. 21 at Lancaster and substitute ch. 26 for 36 at Williamsport.

***Shinglehouse, and Meadville, Pa. Clymer N. Y.**—Add ch. 26 to Shinglehouse; add ch. 37 at Meadville, Pa.

Williamsport, Pa.—Allocate ch. 26 to Williamsport.

York, Lancaster, Pa.—(1) Switch ch. 49 at York for ch. 21 at Lancaster. (2) Delete ch. 43 from York and add to Lancaster; delete ch. 21 from Lancaster and add to York.

Charleston, Sandy Run, S. C.—Allocate ch. 5 to Sandy Run, deleting ch. 5 from Charleston and substituting ch. 4.

Reliance, Pierre, S. D.—Delete ch. 6 from Pierre, S. D., and assign it to Reliance.

St. Joseph, Lexington, Tenn.—Allocate ch. 11 to St. Joseph, deleting educational ch. 11 from Lexington, Tenn., and substituting educational ch. 49.

***College Station, Tex.**—Change educational ch. 3 to commercial, reserving either ch. 48 or ch. 54 for educational use.

Corpus Christi, Tex.—Change educational reservation at Corpus Christi from ch. 16 to ch. 6 or 10, or delete ch. 6 or 10 and add to other cities in nearby area.

Lubbock, Tex.—Change Lubbock educational reservation from ch. 20 to 5.

Lufkin—Nacogdoches, Tex.—Change Lufkin ch. 9 to Lufkin-Nacogdoches as hyphenated community, permit KTRE-TV Lufkin to be identified with both cities.

Nacogdoches and Tyler, Tex., Lake Charles, La.—Delete ch. 19 from Tyler, add it to Nacogdoches. Add ch. 61 to Tyler. Add ch. 66 to Lake Charles and delete educational ch. 19.

***Clarkston, Wash.**—Allocate chs. 34 and 40 to Clarkston.

***Moses Lake, Walla Walla, Wash.**—Substitute ch. 11 at Moses Lake for ch. 8 at Walla Walla, Wash., and add ch. 8 to Moses Lake.

Wenatchee, Wash., Coeur d'Alene, Idaho—Add ch. 12 to Wenatchee; substitute ch. 29 for ch. 12 at Coeur d'Alene.

***Weston, W. Va.**—Change educational ch. 5 at Weston to commercial.

*Proposed rule-making issued by the FCC, but no final decision yet issued.

T. A. M. CRAVEN took the oath of office as an FCC commissioner for the second time last week when he assumed office on July 2 replacing Edward M. Webster. Comr. Craven, a U. S. Navy Reserve commander, served once before, from 1937 to 1944. Mr. Craven (r) is being sworn in by FCC Chairman George C. McConnaughey. The ceremony took place before a roomful of friends at the FCC. After the oath, Comr. Craven paid tribute to former Comr. Webster, who was in the audience, and Mr. Webster replied in kind.

A graduate of U. S. Naval Academy (1913), Comr. Craven served in World War I as a specialist in radio communications. He was on the staff of the Federal Radio Commission in charge of nonbroadcast engineering matters, 1928-30; in private radio practice to 1935, when he became FCC chief engineer. After his first term as a commissioner, he again entered private engineering practice. He became the senior member of Washington consulting engineers Craven, Lohnes & Culver in 1949. He is a fellow of the Institute of Radio Engineers and a past president of the Assn. of Federal Communications Consulting Engineers.

KTVQ (TV) Bid for Ch. 11 Again Turned Down by FCC

SECOND REQUEST by ch. 25 KTVQ (TV) Oklahoma City to use educational ch. 11 at Tulsa on a temporary basis was denied last week by the FCC. KTVQ, dark since last December, went off the air under court order following heavy uhf losses.

The Oklahoma City station earlier had asked for and was denied FCC permission to utilize ch. 11 at Tulsa until the grantee, educational KOED-TV, was ready to go on the air. The request was opposed by the Joint Committee on Educational Tv and Oklahoma Educational Tv Authority (OETA), KOED-TV permittee.

The second KTVQ request [B•T, May 14] was predicated on an understanding by KTVQ that OETA no longer was opposed to tempopary use of its Tulsa channel. KTVQ proposed to use the tower and transmitter of deleted ch. 19 KMPT (TV) Oklahoma City and operate for the duration of the KTVQ construction permit or—whichever is first—whenever KOED-TV was ready to commence operation.

Lawmakers' Recording Studio Split Into Separate Units

THE President has signed into law a bill (HR 11,473—now Public Law 624) which splits the Joint Senate-House Recording Facility into the House Recording Studio and Senate Recording Studio, respectively. The complete split must be made by Sept. 30.

The two studios will perform for representatives and senators, respectively, the same duties performed before by the joint facility; namely, taping and filming reports and speeches by congressmen to be used in campaigning or making reports to constituents over radio and tv stations in their home states. These services are performed normally at a lower cost to congressmen than equivalent commercial services.

The division of the joint facility into two separate studios was decided upon after the results of two reports by the General Accounting Office were made public [B•T, June 4, May 7]. The reports said that Robert J. Coar, coordinator of the joint facility and his wife, Helen, studio director, were engaged in a similar business in nearby Virginia; that government equipment was missing; that employes of the facility received income from outside sources, and that an unlisted telephone was maintained on the premises. Mrs. Coar, a House employe, was fired, but no action was taken in the case of Mr. Coar, a Senate employe.

The Coars came in for both criticism and praise in House debate on HR 11,473. It was understood that Mr. Coar will head the Senate Recording Studio when it is set up.

The two new studios will divide the equipment and other assets of the joint facility. Both will be administered from separate revolving funds established in the Treasury for House and Senate contingent funds, respectively. The new law prohibits personnel from engaging in outside work similar to that performed at the respective studios.

The House studio will be supervised by the House Clerk under the direction of a three-man committee of congressmen appointed by the House Speaker. The Senate unit will be supervised by the Senate Sergeant-at-Arms under direction of the Senate Rules & Administration Committee.

Senate Bill Would Ban Misleading Names, Art

THE SENATE last week passed a bill (S 2891) which would prohibit the use by certain business concerns of the letters "U. S." in their firm or corporate names or of pictures in their advertising which falsely convey the impression that such a firm is a government agency or that its obligations are guaranteed by the government.

Already prohibited to the same firms are the terms "national," "federal," "United States," "reserve" and "Deposit Insurance."

Pictures prohibited under the bill are those of the Capitol Building or any other public building of the United States.

Types of firms prohibited from using these words or pictures, "except as permitted by the laws of the United States," are banks, loan companies, building and loan companies and brokerage, factorage, insurance, indemnity, savings or trust firms.

It was noted in floor discussion that the Senate does not intend that the bill be made retroactive to apply to companies which already are "lawfully using such name or title" if and when the bill becomes law. The measure was sent to the House.

Network Investigation Will End July 17-18

THE Senate Commerce Committee winds up hearings July 17-18 for this congressional session in its investigation of tv networks and allocation problems, Kenneth A. Cox, special radio-tv counsel, said last week.

The FCC will occupy July 17 and possibly part of the following day, with most of the Commission testimony to be on its proposed allocations plan [B•T, July 2]. Also scheduled on July 18 are Mrs. Elizabeth Smart, legislative representative for the National Women's Christian Temperance Union, who will testify in support of a bill by Sen. John W. Bricker (R-Ohio) for government regulation of the networks, and John H. Battison, general manager of KAVE-TV Carlsbad, N. M., who will offer testimony on the costs of AT&T interconnection and the problems of small market tv station operation.

One other witness is being considered but was not confirmed last week.

The WCTU's planned testimony in favor of the Bricker bill (S 825) is expected to be a roundabout method of trying to prohibit liquor advertising on radio and tv. Hearings were held in February by the Senate and House Commerce Committees on bills (S 923, HR 4627) to prohibit liquor advertising in any medium [B•T, Feb. 20], but the bills have not been reported from the respective committees.

Industry Comments Oppose Proposed Tall Tower Rules

GENERAL OPPOSITION to the proposed "tall tower" rules which would require applicants for towers above 500 ft. above ground to use existing structures or antenna farms—or to justify why they can't do so—was expressed by several dozen comments filed with the FCC on or before July 2. That date had been the deadline for comments on the proposed rule but last Tuesday the Commission continued the deadline to Sept. 3 at the request of WSLA-TV Selma, Ala.

Main objections fell into the following categories:

• No criteria telling where antenna farms should be located or whether an applicant had made a real effort to locate on an antenna farm or existing structure.

• Unreasonable burden on the applicant to force him to justify why he cannot locate on an antenna farm or existing structure.

• Abdication of the FCC's legal duty to judge applications in the interest of public service and a delegation to the Air Coordinating Committee (whose Airspace Panels indicate whether a tower is a potential air hazard or not) of this function by permitting it to designate antenna farms.

Among other questions raised were: (1) whether it was clear that the new rules would not affect existing stations which might desire to raise the height of their existing antennas, and (2) whether stations would be forced to share their towers with other broadcasters.

There were also suggestions that the FCC postpone any further action on these rules until the Joint Industry-Government Tall Structures Committee settled the standards for antenna farms.

NARTB called attention to estimates that indicated the cost of a tower supporting two antennas was 50% more than for a single radiator; for three antennas, 100% more, etc. A. Earl Cullum Jr., Dallas consulting engineer, termed the proposed rules "dangerously restrictive" to broadcasters.

Comments were also filed by WGAL-TV Lancaster and WLEV-TV Bethlehem, both Pa.; NBC; CBS; WDBO-TV Orlando, Fla.; WTVH (TV) Peoria, Ill.; Meredith stations; KRON-TV San Francisco; Storer Broadcasting Co.; WIBC Indianapolis, Ind.; WCYL York, S. C.; Frank G. Kear, Kear & Kennedy, consulting engineers, Washington, D. C.

Also KFRE-TV Fresno, Calif.; KTVT (TV) Salt Lake City, Utah; KGLO-TV Mason City, Iowa; WAFB-TV Baton Rouge, La.; WKJG-TV Fort Wayne, Ind.; WKNA-TV Charleston, W. Va.; WWJ-TV Detroit, Mich.; WCAU-TV Philadelphia, Pa.; WDSU-TV New Orleans, La.; WGR-TV Buffalo, N. Y., and RKO Teleradio Pictures Inc.

The proposed tall tower rules were issued last March [B•T, April 2] and followed a year-long joint aviation-broadcast-government study of tall towers and their apparent threat to airplanes.

Calif. Radio Operator Seeks First Tv Translator Grants

FIRST two applications for the newly authorized tv translator operation were filed with the FCC last week, both by James R. Oliver, operator of KIBS Bishop, Calif. The new service, using uhf channels 70-83 to rebroadcast tv signals to remote areas, became effective last Monday (July 2), 30 days following the FCC's announcement of the promulgation of new rules [B•T, May 28].

Mr. Oliver asked for two 10-w translator operations at a location east of Bishop, both to use an effective radiated power of 83 w. One would be on ch. 70 and would rebroadcast the programs of ch. 2 KNXT (TV) Los Angeles; the other, on ch. 72 would rebroadcast the ch. 4 signal of KRCA-TV Los Angeles. Bishop is about 225 miles from Los Angeles.

Mr. Oliver said that 500 people in the Bishop area had pledged him their financial support in his desire to bring service to the area. Besides $7,594 already pledged, the people also have pledged voluntary support of $5 per month to bear the costs of operation, the application said. Mr. Oliver said that as he did not wish to make more than costs of operation, voluntary support will be reduced when possible. Total construction and first year operation costs for both translators were set at $22,650.

D. C. Time Bill Signed

A BILL (S 3295) to extend Daylight Saving Time in the District of Columbia from the last Sunday in September to the last Sunday in October—conforming to the time schedules in most major eastern cities—was signed into law by the President last week after congressional approval. The new law (PL 624) was advocated by Washington area radio-tv stations which otherwise would have trouble making their network schedules conform to viewing hours.

Fraud Bill Sent to President

THE House last week passed a Senate-approved bill (S 3674) to prohibit fraud by wire, radio or tv in foreign as well as interstate commerce. Object of amending the law to include foreign commerce prohibitions was to prevent use of radio-tv and wire communications by fraudulent stock and other promoters operating from Canada, Mexico, etc. The bill now goes to the White House for action by the President.

Commission Makes Grants For Seven Daytime Outlets

CONSTRUCTION permits for seven new daytime ams were awarded by the FCC last week. Grants went to:

Little Rock, Ark.—Ebony Radio, 1440 kc, 1 kw. Sole owner John M. McLendon is 50% owner of WNLA Indianola, Miss., 50% of WOKJ Jackson, Miss., and general manager of WKDL Clarksdale, Miss.

Madisonville, Ky.—Hopkins County Broadcasters, 1310 kc, 500 w. Principals are Evers Mick (55%), chief engineer at WFMW-AM-FM Madisonville, Ky., and Conway M. Smith (45%), chief engineer at WMTA Central City, Ky.

Jonesville, La.—Old South Broadcasting Co., 1480 kc, 500 w. Old South is owner of WNAT Natchez, Miss.

Holdrege, Neb.—W. W. Broadcasting Co., 1380 kc, 500 w. Owners are William C. and Betty Rae Whitlock. Mr. Whitlock is former 24% owner of KAWL York, Neb.

Onejda, N. Y.—John Jacob Geiger, 1600 kc, 1 kw. Mr. Geiger is program director of WAYZ Waynesboro, Pa.

Salt Lake City, Utah—Dale R. Curtis, 1570 kc, 500 w. Mr. Curtis holds business interests. (Upon consideration of protests to March 8 grant to Mr. Curtis for 1470 kc, 1 kw, FCC designated application for hearing. On May 31 application was amended to specify present facilities, hearing cancelled, protests dismissed and application was returned to processing line.)

Chelan, Wash.—Lake Chelan Broadcasting Corp., 1220 kc, 1 kw. Lake Chelan owns KWNW Wenatchee, Wash.

Commission Cold on Bids For Now-Occupied Channels

TWO applications seeking tv channels already occupied have been returned to the applicants by the FCC. The Commission last week returned applications filed last May for ch. 21 Louisville, Ky., and ch. 4 Reno, Nev. [B•T, May 21]. Sarkes-Tarzian Inc. (WTTV [TV] Bloomington, Ind.) had sought the Louisville channel now occupied by WKLO (TV). The latter ceased operation in 1954.

Ettlinger Broadcasting Corp. had sought the Reno facility, now held by KAKJ (TV), contingent upon vacation of grant by permittee Robert C. Fisher. An application is pending before the FCC for transfer of KAKJ to Tower Telecasting Co. (principally KRAM Las Vegas interests).

The Commission has not yet acted on an application by Salem Tv Co. (C. H. Fisher) seeking Salem, Ore., ch. 3, now occupied by KSLM-TV [AT DEADLINE, June 25].

WWLP (TV) Satellite Granted

GRANT of Greenfield, Mass., ch. 58, to Springfield Television Corp., licensee of WWLP (TV) Springfield, as a satellite of WWLP was made by the FCC last week. Greenfield is about 35 miles from Springfield, in the north-central part of the state. The grant calls for 18.2 kw visual and an antenna 500 ft. above average terrain. Construction cost is estimated at $50,360 and first year operating cost at $90,000. Principal owner of ABC-NBC affiliated WWLP are Roger L. Putnam (24.55%), William L. Putnam (5.35%), George Vadnis (21%), James F. Fitzgerald (8.8%), Joseph DeLiso (5.24%) and WSPR Inc. (Springfield) (8.14%).

The Senator Campaigns in ALL Media

• KCRA-TV works hard in all media to put plenty of promotion back of your client in the big Sacramento TV market.

39,788 lines of program advertising — nearly 17 full pages — were placed by KCRA-TV in 14 newspapers from May 8 to June 8.

10,396,200 Outdoor Poster Impressions

Constant promotion in TV viewer magazines

1080 on-the-air program announcements

357 radio spot announcements

1,395,000 Bus Traveling Display Impressions

KCRA·TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

AWARE Asks Court to Dismiss Faulk's $500,000 Libel Suit

ANSWER was filed last Thursday in New York State Supreme Court by AWARE Inc. and Vincent Hartnett, asking dismissal of a $500,000 libel suit instituted against them by WCBS New York humorist John Henry Faulk [B•T, June 25]. Mr. Faulk had charged them with conspiring to "blacklist" him from the air on the "false" ground of pro-communist associations.

Laurence A. Johnson, former Syracuse supermarket operator, who also had been named by Mr. Faulk as a party to the suit, is reported to be in Europe and did not answer the complaint.

The answer, submitted by New York attorney Godfrey P. Schmidt on behalf of AWARE and Mr. Hartnett, entered a virtual general denial of the allegations set forth in Mr. Faulk's complaint, and said information contained in AWARE bulletins about Mr. Faulk's alleged activities was published "without malice toward the plaintiff and is accordingly privileged."

The answer asserted that the defendants have "a right, duty and interest in multiplying and furthering such anti-communism, in winning people back from communism to the cause of freedom and in having them clear their own names by sincere repudiation of communism and communist fronts." It said that "the matter complained of was published in the performance of such duty . . . without malice."

Accompanying the AWARE-Hartnett verified answer was a notice to take testimony from Mr. Faulk in New York Supreme Court on July 16.

Hearing Examiner Backs FCC On Pittsburgh Ch. 11 Grant

AN FCC hearing examiner last week upheld the Commission's July 1955 grant of ch. 11 at Pittsburgh to WWSW Inc. (WIIC [TV]), comprised of merged applicants *Pittsburgh Post-Gazette* (WWSW) and WJAS that city. In his initial decision, Examiner Hugh B. Hutchison also recommended that the FCC approve a modification of the WIIC construction permit making possible a studio location change, increased power and other equipment changes.

The second hearing came about when WENS (TV) Pittsburgh (ch. 16), which had tried unsuccessfully to become an applicant for the ch. 11 facility after the first hearing, last October obtained an appellate court order staying the grant until the FCC ruled on a WENS petition for rehearing. WENS had questioned the financial qualifications of WWSW Inc., whether ownership changes had taken place in the grantee since the merger, overlap and other matters. The FCC ordered a rehearing of the grant and made WENS a party to the proceeding [B•T, Dec. 5, 1955].

Examiner Hutchison found that the merger agreement resulted in no transfer of control of WWSW Inc. and that the relationship of the merged applicants did not result in a violation of FCC policy. He found that there would be substantial daytime and some nighttime overlap between WWSW and WHJB Greensburg, owned by WJAS interests, which would warrant "careful examination and study" should an application be filed for transfer of negative control of WWSW Inc. to WJAS interests. However, the examiner noted that the latter stated that WHJB would be sold if overlap considerations would bar the acquisition of 50% stock interest in WWSW Inc.

Mr. Hutchison found that even without the sums that would be available to WWSW Inc. under the agreement with WJAS, WWSW Inc. remained financially qualified to construct and operate the proposed station. He found that WWSW Inc. would have available $1,950,000 to meet a total estimated construction cost of $1,909,348.

The examiner also dismissed allegations that the grantee had engaged in premature construction of the proposed tv station and that a change of main studio location had taken place contrary to FCC rules.

Senate Committee Hearings Held on Federal Pay Raise

A SUBCOMMITTEE of the Senate Post Office & Civil Service Committee last Thursday heard a number of witnesses, many top government officials, urge action on measures to increase salaries of heads of government agencies and executive departments, including the FCC. FCC members did not offer testimony.

The subcommittee, headed by Sen. Olin D. Johnston (D-S. C.), chairman of the parent committee, is considering a House-passed bill (HR 7619) which would raise FCC salaries from the present $15,000 to $19,000 and a Senate measure (S 2628) which would raise the figure to $20,000.

Not all the witnesses were heard and Sen. Johnston said another session will be held this week. The bill affects some 600 top echelon government officials.

FCC Stamps Approval On WGTH, KLRA Sales

THE $240,000 sale of WGTH Hartford, Conn., and the $162,500 sale of KLRA Little Rock, Ark., were among ownership changes approved by the FCC last week.

ABC-MBS-affiliated WGTH was sold by RKO Teleradio Pictures to H. Scott Kilgore's Tele-Broadcasters of Connecticut Inc. Tele-Broadcasters Inc. stations are WARE Ware, Mass., WKXL Concord, N. H., WKXV Knoxville, Tenn., and KUDL Kansas City, Mo. WGTH, on the air since 1935, operates on 1410 kc, with 5 kw.

KLRA was sold by *Arkansas Gazette* to Washington (D. C.) country music impresario Connie B. Gay, owner of WTCR Ashland, Ky. KLRA is affiliated with ABC and has been on the air since 1927. It operates on 1010 kc, with 1 kw daytime, 5 kw night.

Tv Set Radiation Danger Said 'Greatly Exaggerated'

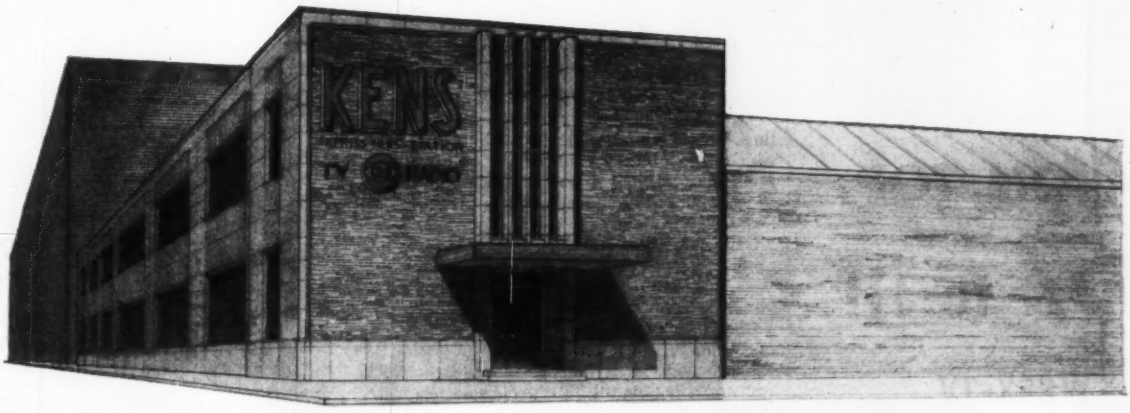
STORY by syndicated columnist Drew Pearson that the tv industry has hushed up the fact that tv sets give off harmful radiation was an overstatement of the truth, an industry check indicates. Mr. Pearson wrote on June 27 that black-and-white picture tubes "produce a 'soft' X-ray radiation through the face plate." " 'Soft' rays," Mr. Pearson explained, "are the worst kind."

An FCC engineer, questioned about Mr. Pearson's article, said that all electronic devices, including tv sets, generate radiation, but that the amount given off is infinitesimal and presents no real danger to the viewer.

At Radio Electronics Television Manufacturers Assn., a spokesman said that Mr. Pearson's article was "greatly exaggerated," that the problem of radiation was recognized a long time ago and manufacturers have incorporated ample safeguards against any possible dangers. To his knowledge, the spokesman added, no case of harmful effects from tv set radiation has ever been reported.

it's all new . . .

designed to serve you!



San Antonio's

most SEEN & HEARD *stations*

What requirements must a station have to serve you? KENS, now located in its new, modern, fully equipped building, can give you any television and radio service being offered anywhere — two gigantic studios with complete facilities, network quality montages, "supers", split screens, vertical and horizontal wipes (in fact, anything being done in television today) offering the finest services available to KENS and KENS-TV advertisers.

KENS-TV
EXPRESS-NEWS STATION
5

KENS
680 CBS
50,000 WATTS 10 KW NIGHTS
SAN ANTONIO, TEXAS

CBS **CBS IN SAN ANTONIO**

WREX-TV

ON TOP

157 to 11!

WREX-TV leads in ¼ hour periods from 6:00 P.M. to midnite

All 48 of the top 48 once-a-week shows are on WREX-TV!

57 of the top 59 once-a-week shows are on WREX-TV!

All 15 of the top 15 multi-weekly shows are on WREX-TV!

Facts from the April 1956 ARB Survey prove conclusively that WREX-TV continues to grow in favor with the ever increasing number of viewers in this 10 county billion dollar market!

WREX-TV

ROCKFORD • ILLINOIS

channel 13

CBS • ABC AFFILIATIONS

represented by H-R TELEVISION, INC.

CROWELL-COLLIER SLOWED BUT READY TO GO

Paperwork delays in filing for broadcast properties recounted by Smith. Financial history and future of C-C also discussed.

CROWELL-COLLIER Publishing Co. expects to be operating its 10 radio-tv stations before the end of the year, according to President and Editor-in-Chief Paul C. Smith, although the firm filed with the FCC only for KFWB Los Angeles, its latest acquisition [B•T, June 4]. The delay in filing for the other nine stations, Mr. Smith said, can be attributed to "unfinished paperwork."

This disclosure was made during a special three-hour meeting June 29 with newsmen at which Mr. Smith announced the suspension in publication of *The American Magazine* as part of the publishing house's streamlining efforts [AT DEADLINE, July 2]. The other stations are KULA-AM-TV Honolulu, WOOD-AM-TV Grand Rapids, WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WFDF Flint, all of which Crowell-Collier purchased within a week's time this spring from Television Corp. of America and Consolidated Television & Radio Broadcasters Inc. for $16 million in stock transfers [B•T, April 30 *et seq.*]

The "paperwork" alluded to by Mr. Smith involves, among other things, remaining stock-transfers, the "straightening out of KULA's books," full stockholder approval and FCC-required citizenship check of Crowell-Collier's 8,000 shareholders. However, Mr. Smith declared, "we are racing against time" to meet the August recess-date of the Commission in order to take approved title to the stations in the autumn.

At the same time, Mr. Smith explained that while he and Elroy McCaw, owner of WINS New York, had held meetings several times, "we couldn't get together on price," and that at the present time, there was "nothing doing" in regard to Crowell-Collier's reported eyeing of WINS as its possible seventh (and last) radio station buy. He also declined to say whether he had met with Thomas F. O'Neil, president of General Teleradio and MBS, to discuss the future status of WFDF Flint, an NBC affiliate in which Mr. O'Neil is said to be interested.

Mr. Smtih took occasion during the meeting to spell out Crowell-Collier's past and present financial position, spending considerable time on the "assets-and-liabilities picture" of the firm. While the company expects to lose $2 million next year on its operation, the total losses of the magazine division this year may be reduced $1.25 million, due in part to the suspension of *American* and the conversion of its subscription lists to the other two magazines. Increased advertising rates of 12% and 22% for the *Woman's Home Companion* and *Collier's*, respectively, effective next January, and the added revenue of the 10 am-tv stations, account for C-C hopes to make $4 million net profits next year, Mr. Smith said, and a $5 million net profit in 1958, "assuming our losses on the magazines are held down." As to the possibility that he will start a news magazine next year, in lieu of *American*, Mr. Smith had "no comment."

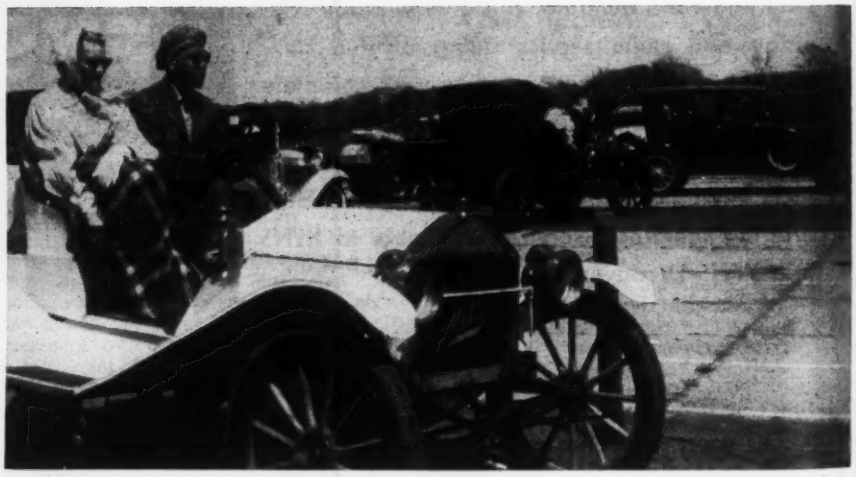
At the time he assumed Crowell-Collier's presidency in January 1954, Mr. Smith declared (in reference to the firm's $40 million assets and $1 million debt): "I'm up to my ears in assets."

Today, with the publishing house's recent acquisition of six radio and four tv stations (combined assets: $20 million), total Crowell-Collier assets (including its diversified interests and properties) stand at $70 million. Meanwhile, its debts have risen to over $19 million, of which approximately $8 million may be charged to its two wholly-owned subsidiaries, P. F. Collier & Son (books) and American Communications Enterprises Inc. (broadcasting). However, this liability might be reduced in 1965 by $3 million, should investors desire to redeem their debentures in Crowell-Collier common stock (see below).

In his June 29 news conference, Mr. Smith charted the rise of Crowell-Collier's liabilities as follows:

Shortly after becoming president of C-C, Mr. Smith realized that the company's $2 million cash deficit would not allow him to meet January's payroll. He therefore took the firm's highly-profitable book division, set it up as a wholly-owned subsidiary, and on the basis of its-then $7 million (now $11 million) assets, borrowed $3.5 million from Manhattan's Bankers Trust and Chemical Corn Exchange banks, thus giving him sufficient working capital to last through 1954.

The following year, in order to assume full



WILLARD SCHROEDER, general manager of WOOD-AM-TV Grand Rapids, Mich., took his wife Barbara for a ride in this 1912 Metz during the second annual WOODland Antique Automobile tour. The tour was started last year commemorating WOOD's 30th year of broadcasting [B•T, May 23, 1955].

MORE REACH

CAN HELP A LOT...

and your sales message
will soon have still
MORE REACH
in Florida because
of the

NEW 5,000-WATT TRANSMITTER
(Gates BC 5 E)
being installed by

WJAX

5,000 watts—930 kilocycles—NBC

JACKSONVILLE

Represented by JOHN BLAIR & COMPANY

THE L.B. Wilson STATION

WCKY

CINCINNATI OHIO

In Cincinnati—

Rex Dale Spends More Time with More Greater Cincinnati Housewives, than any other man

On

"Make Believe Ball Room"

10 a.m.-12 Noon; 2-4 p.m.

Rex entertains them while he tells them about your product or service – and they listen – and act.

THE L.B. Wilson STATION

WCKY

CINCINNATI OHIO

These Advertisers KNOW:

Mission Orange
Roman Meal Bread
Doan's Pills
Interstate Bakeries
Cin'ti Gas & Elec.
Pepsicola
Pabst Bedding
Instant Fels
Clapp's Baby Food
Kahn's Meats
Fletcher's Castoria
L & M Filters
Wish-Bone Salad Dressing
Certo Sure Jell
Imperial Margarine
Seven-Up
Wisk
Ohio Homes
Philco
Kroger Co.
Milk Dealers
Canada Dry
Kool Aid
Coppertone
Dial Soap
M G M

●

Your BEST BUY IN CINCINNATI
REX DALE'S "MAKE BELIEVE BALL ROOM"

●

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

NEW YORK
Tom Welstead
Eastern Sales Mgr.
33 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

These guys get the fan mail... and MAKE SALES!

... check these availabilities

MORNING WATCH
MUSIC-NEWS-TIME AND THINGS
With Jay Jones
6:00 A.M. till 8:55 A.M.
Monday through Friday

DON WALLACE SHOW
TUNES - CHATTER & STUFF
2:30 P.M. till 3:40 P.M.
Monday through Friday

VIRGIL DOMINIC — NEWS
Monday through Friday at
3:00 P.M., 4:00 P.M., 5:00 P.M.
10:00 P.M. and 11:00 P.M.

RHYTHM ROUNDUP
with Frank Berry, "The Best"
Music for Everybody.
Lots of Fan Mail.
Monday through Friday
10:05 - 11:30 P.M.
Saturday
10:15 to 11:30 P.M.

KTUL

- AVERY-KNODEL Representative
- James P. Walker Gen. Manager

Affiliated with KFPW, Ft. Smith KTVX, Muskogee

CBS RADIO IN TULSA, OKLAHOMA

control of the company which would permit him to, among other things, institute a vigorous new "expansion-reorganization-refocusing program," Mr. Smith had to end the control of Crowell-Collier by the late Joseph Knapp's Publications Corp. He thus approached New York investment broker Edward L. Elliott who in turn introduced him to a 26-man investor group "headed" by Chicago financier J. Patrick Lannan. In July 1955, through the Elliott-Lannan group, C-C floated a $4 million securities issue, of which $3 million were to be in new Crowell-Collier debentures, convertible (after 10 years) into 600,000 C-C common stock at $5 a share. The company also boosted stock from 1.7 million to 3 million shares (to cover the convertible debentures), and took option on half of the 400,000 shares then held by the Knapp estate which represented 26% of outstanding C-C shares. With stock boosted to 3 million and 200,000 Knapp shares bought, Crowell-Collier whittled down the Knapp estate's control to 6.5%.

This past spring, C-C's debt increased another $4.25 million when American Communications Enterprises Inc. agreed to take over $3.5 million in Consolidated Television & Radio Broadcasters obligations, including $2.7 million owed by the Bittners to Pittsburgh's Mellon Bank plus several large promissary notes.

On the basis of his strengthened bargaining position today, Mr. Smith now intends to borrow another $4 million cash from a group of banks and investors "on Wall and a few other streets," to complete his station purchases and then some on the hypoed Crowell-Collier stock.

WSAI Promotion Gets Credit For Naming 5 to All-Stars

THROUGH the efforts of WSAI Cincinnati, the strangest team ever to start an All-Star game will represent the National League at Washington's Griffith Stadium tomorrow (Tuesday).

In a complete reversal of form that saw all eight of last year's senior circuit starters fail to make the 1956 team, WSAI was responsible for electing five Cincinnati Reds to the first team. "Counting all votes for all players at all positions, we collected 946,085 votes," reported Sherwood Gordon, owner and manager of the station. This compares to some 2,800,000 votes cast for National League players throughout the country.

"Although we anticipated a good response from loyal Cincinnati rooters who follow the Redlegs on WSAI, we were completely unprepared for the deluge of votes that flooded the station," Mr. Gordon said.

WSAI plugged the all-star voting every day on its *Baseball Cavalcade* preceding play-by-play broadcasts of the Reds' games and by Waite Hoyt on the 44-station Burger beer network for the game broadcasts. Spot announcements throughout the day also were used, plus printed ballots in the station's advertisements in the *Cincinnati Enquirer*. The station distributed 105,000 ballots during four days at the ball park. "We hammered constantly," according to Mr. Gordon.

The first batch of WSAI ballots sent to the commissioners office attracted the attention of Baseball Commissioner Ford Frick because of the large number. Mr. Frick sent Dave Grote, service director of the National League, to WSAI to inspect the balloting procedure. "Grote found everything in order. In fact, our count was conservative. We were throwing away some [ballots] because we couldn't read them," Mr. Gordon explained.

SIGNING for an all-color campaign on WWJ-TV Detroit is Adam G. Dunn, president of Cook & Dunn Paint Corp., Newark, N. J. Also present are Mrs. Elizabeth Bowers, the paint company's advertising manager, and Otis P. Williams, account executive for Peters, Griffin, Woodward, which represents WWJ-TV.

All-Color Campaign Set By Paint Firm on WWJ-TV

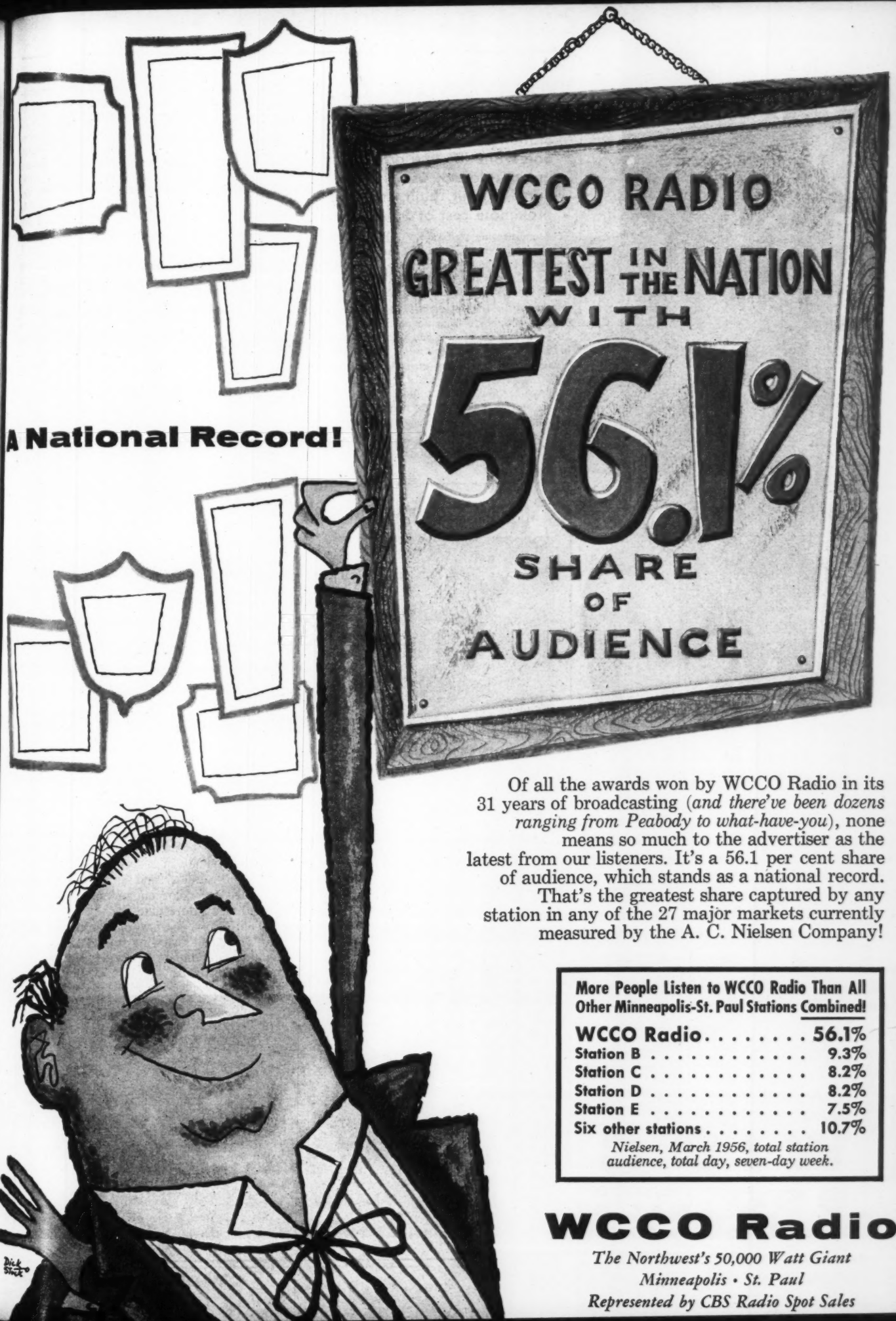
CREDIT was claimed last week for what was called "the nation's first exclusively all-color television spot campaign." The purchase was made by Cook & Dunn Paint Corp., Newark, N. J., on behalf of its paints, through Halsted & Van Vechten Inc., Red Bank, N. J., and placed on WWJ-TV Detroit, starting next month for five weeks. The contract may be extended.

The sale was disclosed by Peters, Griffin, Woodward, Inc., WWJ-TV's representative. Otis P. Williams, account executive with the representation firm, said the campaign was purchased solely for color promotion regardless of the station's black-and-white tv circulation. The drive is "planned and executed with only color tv in mind," according to Mr. Williams. A special paint dealer promotion in Detroit will tie in with the spot series. Commented Adam G. Dunn, president of the paint firm, "We have pioneered in paint colors through the years, and we feel that color tv is the ideal way to launch our special color sales drive in Detroit."

The campaign in the station calls for five color spots weekly, three one-minutes and two ID's. The minutes will be slotted in three color programs: *Nature Trails, Adventure Ho* and *Hobbies in Action*. The ID's will appear during NBC Matinee Theatre. The promotion is being handled by Robert Kuhn, the agency's account executive, and Elizabeth Bowers, advertising manager of the paint firm, under the direction of Mr. Dunn.

Conrad Succeeds Kahle

FRAN CONRAD has been promoted to general manager of KNTV (TV) San Jose, Calif., in addition to his duties as national sales manager, it was announced last week by President A. T. Gilliland Sr., upon resignation of General Manager Douglas D. Kahle. Mr. Conrad formerly was consultant to KSBW-TV Salinas and director of radio for the ABC Western Div. Mr. Kahle, who resigned July 1 because of the press of personal business, plans to continue his home in San Jose for the present. He is also owner of KWIN Ashland, Ore.



Of all the awards won by WCCO Radio in its 31 years of broadcasting (*and there've been dozens ranging from Peabody to what-have-you*), none means so much to the advertiser as the latest from our listeners. It's a 56.1 per cent share of audience, which stands as a national record. That's the greatest share captured by any station in any of the 27 major markets currently measured by the A. C. Nielsen Company!

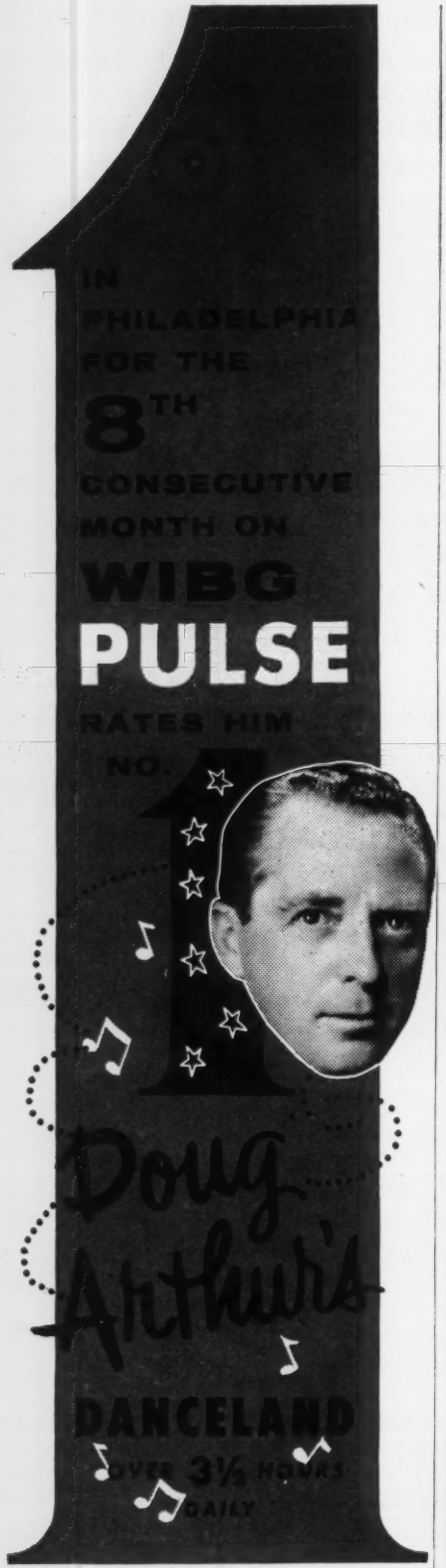
More People Listen to WCCO Radio Than All Other Minneapolis-St. Paul Stations Combined!

WCCO Radio	**56.1%**
Station B	9.3%
Station C	8.2%
Station D	8.2%
Station E	7.5%
Six other stations	10.7%

Nielsen, March 1956, total station audience, total day, seven-day week.

WCCO Radio

The Northwest's 50,000 Watt Giant
Minneapolis · St. Paul
Represented by CBS Radio Spot Sales



pennsylvania's most powerful independent

WIBG

990 | **10,000 WATTS**

Phila. 2, Pa. • RI 6-2300

Nat'l Representatives — Radio Representatives, Inc.

KVOO-TV DEVELOPS COLOR USING UNTINTED SLIDES

Station now transmitting black and white IDs and promotions in two colors by using its Bicolorimeter unit, built at an approximate cost of $5-600.

THE engineering staff of KVOO-TV Tulsa, under Chief Engineer John M. Bushnell, has developed a system whereby two colors can be added to black and white slides without affecting the black and white quality.

Named the Bicolorimeter, it has proved most successful on slides that do not have more than 20% shaded gray scale and was built at a cost of $5-600. Mr. Bushnell said that color combinations can be altered on order but the basic combinations now in use are red highlight with cyan background; green highlight with magneta background; blue highlight with yellow background, and reverse highlight and background combinations.

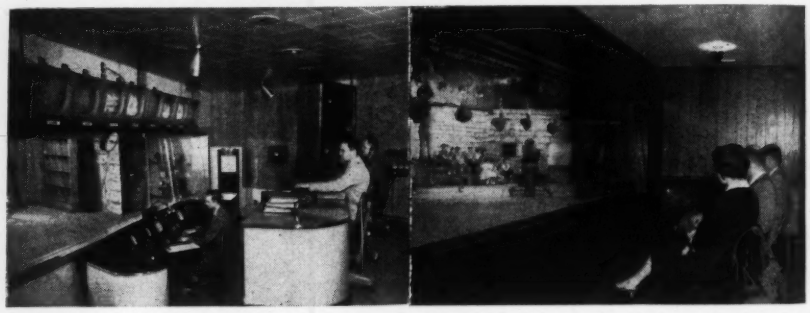
The Bicolorimeter contains 24½ inches of rack space and is constructed of two generators (one sub-carrier), a clipper-keyer-subcarrier adder and a luminace adder.

Mr. Bushnell pointed out that any station can set up its own unit. He said that slides which yield the most satisfactory color picture avoid shaded gray transition, which causes the color change to take place in areas of no detail and makes the color switch clearly visible on black and white sets. Also to be avoided are pictures of objects or persons, unless there is little shading.

IDs and program promotion slides are now being broadcast in color by KVOO-TV with the new system.

"Actually, this bicolor channel is a biproduct of the original goal . . . to provide a continuous color signal for use by service organizations installing color receivers. This has been achieved and we have been telecasting a color stripe, a narrow band of yellow-green at the left hand edge of the picture, since early in June. This is transmitted at all times, except during color shows, and allows a color receiver to be checked for color reception from ch. 2 (KVOO-TV) at any time," explained Mr. Bushnell.

NEW $200,000 STUDIOS FOR KVTV (TV) AND WNAX



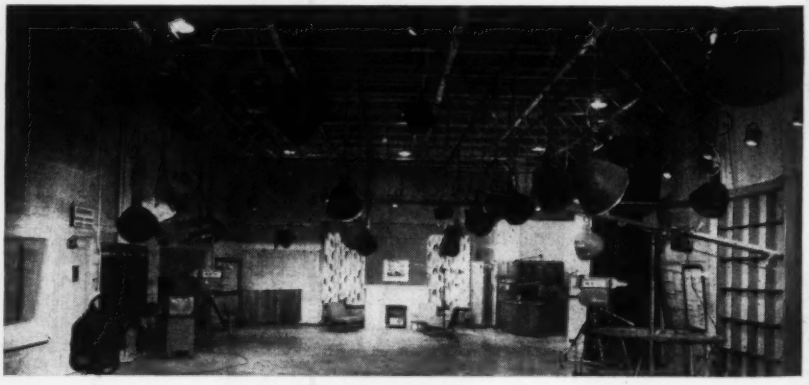
A COMBINATION of modern decor and the very latest in electronics communication equipment have gone into the new $200,000 studios of KVTV (TV) and its sister station WNAX (Yankton, S. D.) in Sioux City, Iowa. Basically, the studios are designed for on-the-air work to be handled on the first floor level with administrative and executive offices on the second floor. Functional interdepartmental arrangements provide time and step saving efficiency for both production and administrative personnel.

More than 2,500 sq. ft. of studio space, soundproofed with 15-inch thick walls, provides settings that range from a city living room to a mountain resort, a fully-equipped kitchen to a barnyard.

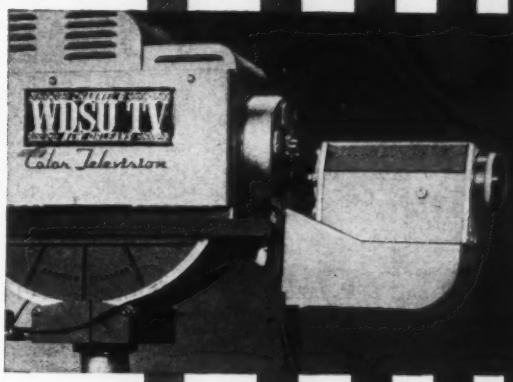
The 18-ft. ceiling of the studios is studded with 126 light outlets which can be used singly or all at once.

Projection of movies, films, slides and photos originate in a special room apart from the studios, and space has been provided for color equipment to be installed at a future date.

Top (1) is a view of control room and (r) client's viewing room. Elaborate lighting equipment (below) is shown in one of the studios.



"...in order to make a color camera versatile we use a [GPL] Vari-Focal Lens..."



says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*

Color or black-and-white—the GPL Vari-Focal Lens doubles the versatility and usefulness of any camera with which it is used.

As WDSU-TV and many other stations have found, with a Vari-Focal Lens you can handle an entire show with one camera. In fact you can perform most work ordinarily requiring two chains, for the GPL Vari-Focal Lens can zoom continuously from a long shot to an extreme close-up without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

The Vari-Focal Lens is completely color-corrected, and fits all monochrome and color image-orthicon cameras.

Equally useful in studio and field, the GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry. It can make a 10:1 change in focal length in two 5:1 steps—from 3″ to 15″ and 6″ to 30″. Once the camera is focused, the object remains sharp, including corners, as the focal length is varied.

Silently motor-driven, the lens can be operated from camera or control room. A new feature, manual focus control, is now available. With this control, located at the cameraman's fingertips, changes in focal plane can be made by simple turns of the knob.

And, of course, the GPL Vari-Focal Lens has same standard of resolution as high-quality camera lenses of fixed focal length. Its field is flat over the entire range.

No wonder the GPL Vari-Focal Lens is used by progressive stations all over the country. They know that there is no more effective way to multiply the usefulness of their camera equipment.

All three of the big TV networks have multiple installations

Find out for yourself just how versatile a TV camera can be—write or phone us for full information or a demonstration of the GPL Vari-Focal Lens.

GPL

GENERAL PRECISION LABORATORY INCORPORATED
Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

ON THE DOTTED LINE

LUBY CHEVROLET, Miami, has signed to sponsor 13 Saturday night movies on WCKT (TV) that city as the station prepares to go on the air. Completing the deal are (l to r) Sam Luby, owner of the sponsoring Chevrolet agency; Lee Spence, Luby general manager; Ed Bultman, WCKT account executive, and Bob Fidlar, the station's sales manager.

SCUDDER FOOD PRODUCTS Inc., Los Angeles, has signed to sponsor the *Kit Carson* series on KABC-TV there. Present for the contract signing are (l to r): seated, Ralph Pansek, Scudder advertising manager; Bill Williams, star of the tv series; standing, Lee Siteman, Mottl & Siteman advertising agency; Paul Kennedy, KABC-TV account executive; Colburn Hull, Scudder sales manager; Ed Baltz, Mottl & Siteman, and Selig J. Seligman, KABC-TV general manager.

THE Puritan Laundry & Dry Cleaning Co., Omaha, Neb., has renewed *Circle 3 Ranch* on KMTV (TV) that city for 13 weeks. Puritan officials say that business has shown a "considerable increase" since the firm started sponsoring the Sunday morning 8-9 a.m. program 14 weeks ago. Present for the renewal signing are (l to r) Jim Lipsey, Universal Advertising Agency, Omaha, Puritan agency Puritan President William P. Garvey, and Arden Swisher, KMTV general sales manager.

THE Bechtel Corp., San Francisco engineering and construction firm, is sponsoring five half hours of music each week on KNBC-FM San Francisco to advertise for engineers, draftsmen and other technical personnel. M. E. Cyester, Bechtel personnel manager, signs for the sponsorship as KNBC-FM account executive Wayne R. Anderson looks on.

A 52-WEEK CONTRACT for the *I Search for Adventure* series on KCCC-TV Sacramento is signed by Keith Anderson, owner of Handy Andy Tv & Appliances in that city. With him is Jerry Cronan, KCCC-TV account executive.

SAM RABIN, president, Biggie Furniture store, San Francisco, signs for the *Biggie Jamboree*, a one-hour live western show on ABC-owned KGO-TV that city. Taking part in the signing (l to r): James H. Connolly, ABC vice president and KGO-TV general manager; Ad Fried of the San Francisco agency bearing his name, representing Biggie, and Heinz Block, Biggie general manager.

SUZANNE R. WELLS, president of Management Associates of Connecticut, agency for Slenderella, signs a 52-week renewal contract for *Women's News Desk*, featuring Ruth Ashton, on the Columbia Pacific Radio Network. Also present at the signing are (1) Fulton Wilkins, eastern sales representative for KNX Los Angeles and the network, and Gordon F. Hayes, general manager of CBS Radio Spot Sales.

Uninterrupted Music Basis For WOR Evening Program

WOR New York is set to introduce today (Monday) a concept of evening programming under which music will be presented uninterrupted Monday through Saturday from 9:05 p.m. to 1 a.m. EDT, with commercial announcements only on the hour and half-hour, and on Sunday from 11:30 to 5 p.m. EDT. Mutual affiliates are being offered a portion of the program.

The programming, called *Music From Studio X*, will originate in a new studio incorporating the latest in high-fidelity facilities and acoustical materials, according to Robert J. Leder, WOR's vice president and general manager. He said a special high-fidelity line, direct from Studio X to the WOR transmitter in Carteret, N. J., has been established.

Mr. Leder reported that the programming is being made available to Mutual affiliates and that about 100 stations already have indicated they will carry it from 10 p.m. to 12 midnight. WOR already has sold announcements amounting to $1,000 a week to Harvey Radio Co., New York, for a six-week test campaign, according to Mr. Leder. MBS affiliates carrying the program may sell it on a local basis.

Lyell Bremser Appointed Manager of KFAB Omaha

LYELL BREMSER has been appointed general manager of KFAB Omaha, replacing Harry Burke, whose resignation was announced last week [B•T, July 2].

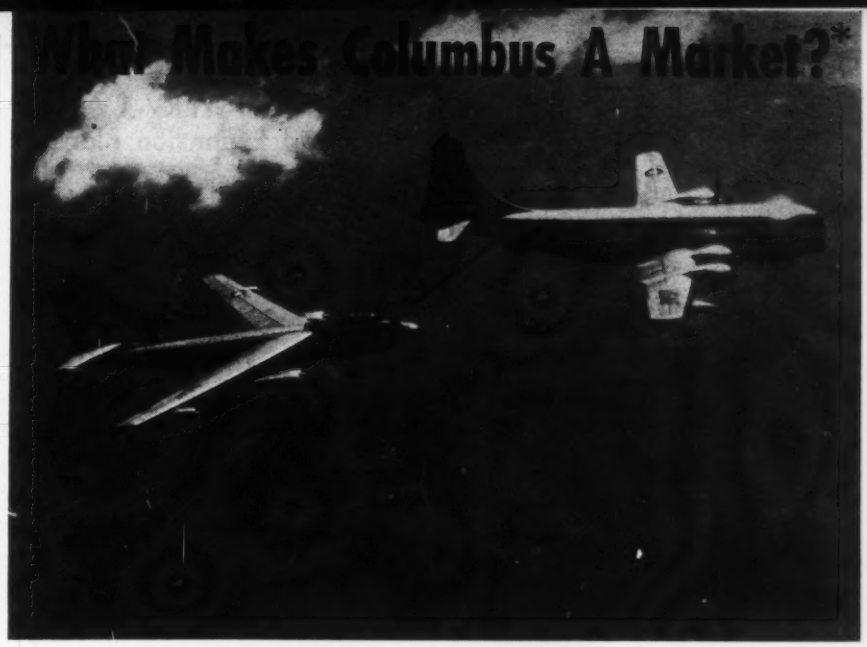
MR. BREMSER

Mr Bremser, who has been with the station 17 years in various capacities, was program director at the time of his new appointment.

George Haskell, formerly public service director for the station, has been made assistant to the manager, and Ken Headrick has been named program director.

One Language

DESEGREGATION of race and foreign language programming within 60 days has been announced by KDAY Santa Monica, Calif., as the result of surveys showing a high integration of all national and racial elements in the greater Los Angeles market over the past several years. KDAY will cancel its time-brokerage shows in Japanese, Hungarian, Greek, Scandinavian, German, Lithuanian and Armenian as well as Spanish-language and specifically Negro shows. New emphasis will be on general audience appeal, although the station will retain Negro disc jockey Joe Adams and Latin Chico Sesma, who have all audience popularity, KDAY General Manager George Baron said.



For greater coverage . . . it's WBNS-TV . . . number 1 Station in the Columbus market . . . a market offering great effective buying income from "plus" population segments such as Lockbourne Air Force Base, Strategic Air Command, and many progressive industries and neighboring farm communities.

Statistics on Lockbourne Air Force Base show:

a. Millions of dollars spent in Columbus each year for Base construction, food, supplies and sundries.
b. Personnel of 6,436 . . . with a high percentage living off the base, in homes of their own.
c. Monthly payroll averaging approximately 2 million dollars.

Due to its high percentage of tune-in . . . WBNS-TV's commercials vitally affect the purchasing selections of this group, as well as the total WBNS-TV coverage area.

Lockbourne Air Force Base is important to Columbus . . . and WBNS-TV is important to you in reaching this "Plus" market.

Photograph courtesy of Lockbourne Air Force Base, Strategic Air Command, depicting a RB-47 Jet Bomber being refueled by tanker aircraft, both Lockbourne-based . . . a familiar sight in mid-Ohio skies.

WBNS-TV COVERAGE FACTS
TOTAL POPULATION 1,872,900
TOTAL FAMILIES 556,000
TOTAL TV HOMES 500,400
*45.2% average tune-in in this 3 station market.
*14 out of 15 Top once-a-week shows.
*9 out of 10 Top multi-weekly shows.
(Source Columbus Telepulse May 1956)

Number 2 in "Columbus Market" Series.

WBNS—TV
REPRESENTED BY BLAIR TV.

channel 10 • columbus, ohio

CBS-TV Network . . . Affiliated with Columbus Dispatch. General Sales Office: 33 N High St.

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!

No more potent salesman in the Baton Rouge trade area than WAFB-TV... "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1
First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2
First place in Screen Gems, Inc. contest on program promotion.

ROUND 3
Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4
WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28 Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

Munkhof New WFRV-TV G.M., Will Head Expansion Plans

SOREN H. MUNKHOF, tv consultant and former general manager of WREX-TV Rockford, Ill., has been named vice president and general manager of WFRV-TV Green Bay, Wis., according to Clayton Ewing, WFRV-TV president. Mr. Munkhof will have the added responsibility of planning a new $500,000 office and studio building and an overall station expansion program.

MR. MUNKHOF

Mr. Munkhof has a long background in the communications industry, including newspaper, advertising agency and 20 years in broadcasting. He also has headed the staff of WOW-TV and designed and supervised the construction of its studios, plus studios for WREX-TV and two Milwaukee stations. He replaces Don C. Wirth, who continues as manager of WNAM Neenah, Wis., WFRV-TV's am affiliate.

WFRV-TV expansion plans call for the erection of a studio building in downtown Green Bay and a new transmitter building southeast of DePere, Wis., both planned for a fall completion, plus an overall staff increase. The downtown building will have all facilities on one floor and features a 42x65 ft. studio.

Stations Get Quick Details On Grand Canyon Disaster

RADIO and tv stations across the country were quick to relay details of the double air disaster in Grand Canyon Saturday, June 30. Reporting early to B•T on coverage were KRUX Phoenix, Ariz., and WWDC Washington.

KRUX within minutes of the first report aired recorded telephone interviews with Civil Aeronautics Authority control in Los Angeles, and with government park rangers in northern Arizona. The KRUX news plane provided first definite location of the downed United airliner, the station says. The air team and mobile unit originated 31 on-the-scene reports in a 24-hour period, with several carried on the United Press wire.

WWDC Washington got quick coverage from Ross E. Beville, engineering vice president, who was vacationing in Grand Canyon at the time. He fed the story by beeper phone back to WWDC and reported observations from a ranger station using a powerful telescope there. His feeds were used Saturday, Sunday and Monday.

Authors Book on Trains

JACK R. WAGNER, program manager at KNBC San Francisco, is author of a newly-published book based on a long-time hobby—the study of picturesque small railroads in California and Nevada.

The 266-page volume, entitled *Short Line Junction*, tells the story of seven small, independent railroads and features nearly 250 historic photographs. It is published by Academy Literary Guild.

Civil Question

A QUESTION put by Ralph Hess, president and general manager of WFAI Fayetteville, N. C., to Col. T. G. Kershaw, commander of the 464th Troop Carrier Wing, Pope Air Force Base, Fort Bragg, N. C., has resulted in a two-day "Exercise Broadcaster" program set for July 17-18.

Mr. Hess' question, one that Col. Kershaw says "isn't extended very often" in his line of business was "What can we, as radio men, do toward better public understanding of the military within our communities?" The Air Force reply was an invitation to North Carolina broadcasters to have a firsthand look at an airborne operation, to stay on Pope Air Force Base overnight, ride along with troopers in C-119 Flying Boxcars to observe parachutists and heavy equipment drops. The Air Force is providing six short feature tapes made in advance and which WFAI will dub for individual broadcasters.

Petry Names E. E. Eshleman Eastern Radio Sales Manager

AS another step in the expansion plans of the radio division of Edward Petry & Co., station representatives, William B. Maillefert, vice president and radio general manager, last week announced the promotion of E. E. (Jim) Eshleman Jr. to the post of eastern radio sales manager. The Petry organization recently moved to larger quarters in New York and announced several appointments in radio sales and promotion [B•T, July 2].

MR. ESHLEMAN

Mr. Eshleman has been a salesman in Petry's television division for the past two years. Previously, he had been in various sales capacities with WGAL Lancaster, Pa., and with the Steinman Stations.

KDAY Santa Monica Adds

AL SCHAEFFER, sales manager of KDAY Santa Monica, Calif., Thursday announced appointment of a new sales staff including Bill Beals, assistant sales manager, who formerly was with KABC Los Angeles.

Other new KDAY account executives are Evans Jim Powell, previously with KGIL San Fernando, Calif., and KVOA Tucson; Larry Grannis, formerly with KGFJ Los Angeles, and Bob Hinds, Foster & Kleiser, Los Angeles outdoor agency. Louise Sanders, formerly with the Southern California Broadcasters Assn., has been named to handle sales service and sales promotion. KDAY has established temporary sales office at 8301 Sunset Blvd., Hollywood, adjacent to the site of the station's new studio building now under construction. Temporary phone is Hollywood 9-5409.

Mr. 250 Watter

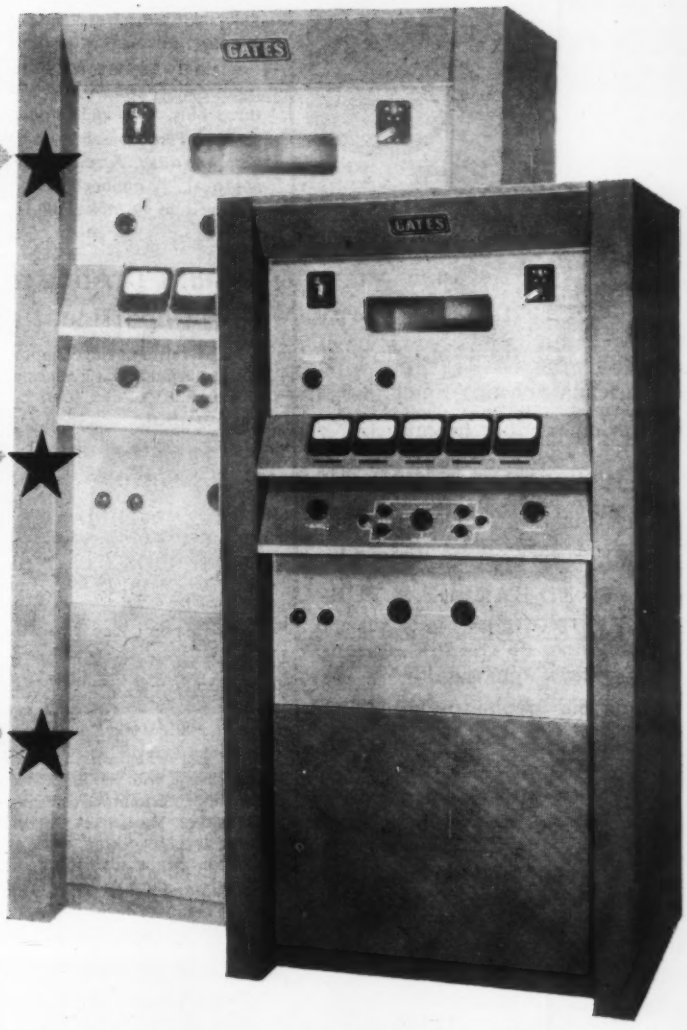
Will you have —— higher power tomorrow?

GATES Hi-Watter

If you are 250 watts today, your future may hold 500 or 1000 watts. Gates is looking to that future too! Broadcasting's newest 250 watt transmitter, the "Hi-Watter" BC-250L, is actually a modified 1000 watt transmitter—all ready to go up in power to 500 or 1000 watts. Conversion takes 2 hours' time. Even chassis are drilled for the larger components, wiring is in place—everything is in readiness.

Best of all, there is no premium cost when increasing power. Example: Take the 250 watt cost, add higher power conversion parts and total is the regular selling price of the higher powered model. Only extra cost is tubes you have already expended.

Why not own the only 250 watt transmitter that is built like a kilowatter because basically it is a kilowatter? You will be pleased with the low cost and your investment is secure for tomorrow too. —May we mail you a descriptive brochure or better yet, a Gates sales engineer will gladly call to tell you more.



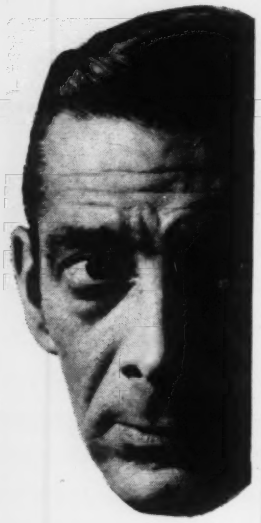
GATES BC-250 HI-WATTER, features all frequency 540-1600 Kc. tuning as supplied—Conelrad at no extra cost; center line 4" metering; twin drive low distortion audio system; full Tee network output coupling for low spurious radiation; complete relay system for easy adaption to remote control; variable coil tank and output tuning (no variable condensers). May be increased in power to 500 or 1000 watts in 2 hours' time. Price, $2995.00 with tubes and crystal. Conversion material for 500 watts, $1048.00 including tubes. Conversion material for 1000 watts, $1598.00 including tubes.

GATES

GATES RADIO COMPANY, QUINCY, ILL., U. S. A.

Atlanta, Ga., 1133 Spring St., N. W. | Los Angeles, 7501 Sunset Blvd. | Washington, 13th & E Sts.
Houston, Texas, 2700 Polk Ave. | New York City, 51 E. 42nd St. | Montreal, Canadian Marconi Co.

HOW TO BUY A JURY



It's easy — and perfectly legal. Because we're talking about that big jury of Americans who render judgments on product brands.

Let PUBLIC DEFENDER swing this jury to your product label. For the many millions who make REED HADLEY in PUBLIC DEFENDER a "must see" habit on TV also make the brands he promotes a "must buy" habit.

REED HADLEY
starring in
"PUBLIC
DEFENDER"

69 HALF HOURS

First run in many markets!
Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

NEW YORK 445 Park Ave. MUrray Hill 8-2545 | CHICAGO 1250 S. Wabash WAbash 2-7937 | HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

Three Broadcasters Bid For Detroit Baseball Co.

THREE broadcast interests have submitted bids for purchase of Detroit Baseball Co., operating the Detroit Tigers team and Briggs Stadium. George B. Storer, with Charles O. Finley and other interests, submitted a bid. Mr. Storer operates the Storer Broadcasting Co. station group.

John E. Fetzer, WKZO-AM-TV Kalmazoo, Mich., and other stations, teamed with Fred Knorr, WKMH Dearborn-Detroit, in a syndicate understood to have backing of other Michigan interests. Harold Gross, WJIM-AM-TV Lansing, Mich., was the third broadcast bidder.

Eight bids were submitted, with figures estimated between $4 and $5.5 million. The top three bids, it is understood, will be submitted to Ford Frick, baseball commissioner, and William Harridge, American League president, for approval. Announcement of the successful bidder is to be made by July 31.

Richard T. Allen to Head New Department at Pearson

A NEW business development and sales promotion department has been established at the John E. Pearson Co. and John E. Pearson Tv, New York, station representatives, to be devoted directly to advertising clients and their agencies.

MR. ALLEN

One of the first projects that the new department will undertake is a complete study of the Negro market, a breakdown on its buying power in major cities, with such details as population, where centered and what and how much is purchased. The study will be made in conjunction with Samuel Fitzsimmons of New York, a special consultant. It will be directed entirely at the client level, working with and through media directors of the advertisers and their agencies.

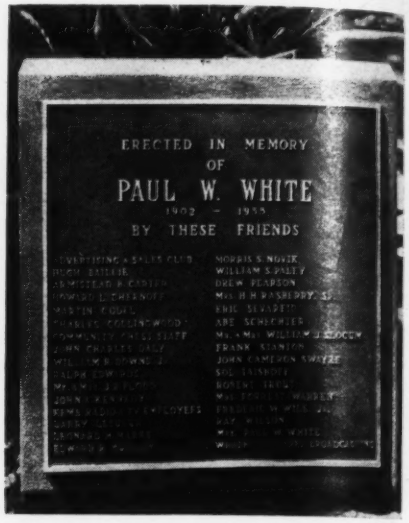
Heading the new JEPCO department is Richard Thomas Allen, formerly with the station relations department of Radio Advertising Bureau.

The activity of the new division in sales promotion is expected to be of assistance to each of JEPCO's salesmen and its stations as well as to advertisers and agencies.

Coverage by Sketch

COVERAGE of a major murder trial by television—despite a Canon 35 ban on cameras—was accomplished by KOLN-TV Lincoln, Neb., through the use of an artist's sketches.

Robert Regler, the station's staff artist, made more than 100 sketches of courtroom personalities, scenes and action of the Darrel Parker murder trial. The sketches were used in regular newscasts during the three weeks the trial was in session.



THIS PLAQUE marks the Paul W. White Memorial Exhibit at the San Diego Zoo. It lists the names of the friends of Mr. White who made the exhibit possible.

Paul W. White Memorial Dedicated at San Diego Zoo

A NEW EXHIBIT was opened yesterday (Sunday) at the San Diego Zoo in memory of the late Paul W. White, well-known radio news personality and ardent friend of the zoo. The exhibit features six Tasmanian Devils.

It was Mr. White's request before his death July 9, 1955, that no flowers be sent to his funeral, but that his friends donate money intended for this purpose to the zoo. The exhibit therefore was made possible by money contributed by friends of Mr. White, many of whom are in the broadcast industry.

Mr. White served with United Press, CBS, KFMB San Diego, *San Diego Journal* and taught at Columbia U., Iowa State U. and San Diego State College. Dedication ceremonies were telecast on the *Zoorama* program by KFMB-TV San Diego.

Quaal Counsels Discretion In WGN-TV Festival Speech

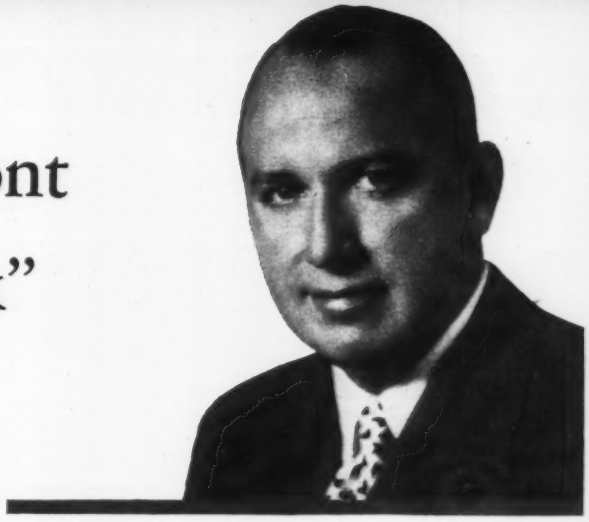
WARD QUAAL, soon to take over the managerial reins of WGN and WGN-TV Chicago, appeared at the WGN-TV Fifth Annual Film Festival and Talent Parade Thursday and in a speech took account of attacks on radio-tv which have become "a national pastime."

The speaker, who leaves his job as executive vice president and general manager of Crosley Broadcasting Co. to join WGN Inc. August 1, noted that "we are today the subject of the closest scrutiny in numerous quarters." Acknowledging that some charges have merit, others, he said, are "not only wholly without foundation; they are, in my opinion, most insincere." "Unless we perform on the highest plane," he counselled, "we are inviting government control of programming and government establishment of rates."

The one-day festival, attended by nearly 300 agency, film and industry representatives, featured previews of fall attractions by film producers and distributors and a presentation of live talent.

"I read Ad Age — front to back — every week"

says **R. M. GRAY**
Advertising Manager
Esso Standard Oil Company



R. M. GRAY

Mr. Gray's 22 years with Esso Standard covers extensive experience in planning and handling advertising campaigns, sales campaigns, creative work, buying space and time in all media. His background prior to joining Esso was in advertising agency work, which included market research, writing and contact work on many merchandise lines.

The outside organizations in which he has officiated reads like a "Whos Who" of American business organizations — Advertising Federation of America; Assn. of Natl. Advertisers (radio-tv committee); Advertising Club of N. Y.; The Advertising Council —just to name a few. He has been an active member of many petroleum industry committees, and currently acts as adviser to the Oil Heat promotion group.

"I read Advertising Age regularly, every week. My copy reaches home on Monday, and I usually read it after dinner Monday nights, front page to back page, thoroughly. In addition to news of the business, its features are valuable, too."

Front page to back page—regularly every week—only in Ad Age will you find the concentrated attention of most sales, advertising and marketing executives who are important to you. Keeping up with marketing news, trends and developments through the unique weekly coverage of AA ranks high with most men who have voices in important market decisions—not only to those who *activate*, but to those who *influence* these decisions.

Esso Standard, for example, has long ranked among major broadcast advertisers. With a total advertising budget running between $10-12 million for 1956, its expenditures for tv spots alone for the first quarter of 1956 are estimated at $531,500.* With its new "Golden Esso Extra" gasoline being introduced in Esso's 18-state area, with broadcast being used to help promote Esso's safety campaign and carry Esso's new public relations messages, the outlook is for an even greater prominence in broadcast media.

Every year, 104 issues of Ad Age get "front to back" readership among important executives at Esso Standard. Further, 8,944 paid subscription copies a year—*172 every week*—get AA's brand of readership at McCann-Erickson, the agency handling Esso's advertising.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age, a most influential medium** for swinging broadcast decisions your way in 1956.

N. C. Rorabaugh Estimate for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

REPORT ON MULTIPLEXING, FROM A MAN WHO RUNS ONE

THIS is a personal report from one of the few fm operations in the country operating on a 100 percent multiplex basis. It was written by Tom Wallace Jr., chief engineer of KTKT-FM Tucson, Ariz., who spells out in dollars and cents what the advent of this new broadcast technique has meant to his station.

IN MARCH of 1955 the FCC approved the use of sub-carriers on fm stations and opened the multiplexing door for fm broadcasters. The new ruling was met with mixed emotions —from wild optimism to intense indifference.

It met strong opposition from the so-called "beepers" or simplex operators who were using their main fm carriers to distribute music and supplying their customers with fm receivers which would respond to a "beep" supersonic tone thereby muting the receivers during commercials or talk of any kind including station identification. The obvious reason for the fight from the simplex operators was the portion of the rule-making that gave them only one year to start multiplexing or cease their background music operation. Since a number of them were also "storecasting" and using several tones to control the various receivers selectively, the technical problems of conversion to multiplexing appeared insurmountable.

The demonstrations put on at the NARTB convention in Washington the following May [1955] did nothing to pacify these fears. The two manufacturers of the equipment were quoting delivery dates and taking what orders they could, but no one was really convinced that the idea was as workable in practice as it looked on paper. There was no demonstration at the convention that would have convinced any broadcaster that this field was a good place to invest $10-$15,000. Things looked pretty grim and the fms went home still trying to figure out a way to make fm pay.

In March of 1956 (eight months overdue) the first equipment was delivered to KTKT in Tucson and the installation was made. After six weeks of adjusting and making changes, the first commercial receiver installation was made. Now after three months of operation with receivers that have been revised three times, we can say that multiplexing is here to stay and we are making money. Here's how:

Where to Sell

In the first place the simplest and fastest way to start making multiplexing pay is to sell a music service to local businesses. No one will argue the feasibility of selling music. Musak has been doing very well at it for some years with phone lines. The value to the merchant and to the employer as both a customer and employe relations aid has been proven beyond a doubt and Muzak, we think, would be the first to admit that multiplexing is both more economical and more satisfactory than phone lines . . . *if it works properly!* Well, it does.

We have placed receivers all over this valley both near and far. We have receivers downtown, way out in the boon-docks, and right under the transmitting antenna. We cannot say truthfully that we have not had our problems. But we can say that the problems we have had have not been insurmountable or for that matter even serious. When we follow the manufacturer's recommended installation technique and normal sound engineering practices in both transmitting and receiving we have yet to fail to make a satisfactory installation.

We have found the businessmen of Tucson both interested and enthusiastic about a music service that can be delivered at the low cost made possible by multiplexing. And we are convinced that low cost is the key that opens the door to large volume and that large volume is the secret to making money with multiplexing as it has been in every other form of this business of ours. Our sales have been limited only by the amount of time that our sales force has had to make contacts. We are setting up a separate sales force for the multiplex end of our business.

If you want figures, here they are. We charge a base rate of $14.90 per month plus 50 cents per speaker per month if the customer owns his own sound system. If the customer wishes to lease speakers and amplifiers from us we charge $14.90 plus $2.50 per speaker including amplifier. If the customer wishes to buy his sound installation we will give him a competitive bid on such an installation.

Our average customer pays us about $17.50 per month for music service. Very few, so far, have wanted to lease equipment. More than half of them have already had a sound system of one sort or another. We have sold about 25% of them a sound system to go with their music. We take the responsibility of maintaining the music receiver and any sound equipment that we lease. We charge from $10-25 to install a receiver, which is a little more than our cost.

MR. WALLACE

Now about costs. We depreciate our receivers (which cost us $94.50 each) over a period of three years. This breaks down to $2.63 per month, plus interest if you finance the purchase, so call it roughly $3.15 per month at 6% whether it's your money or someone else's.

Our transmission equipment cost us roughly $5,000, including new exciter-modulator, subcarrier generator-monitor, and associated gear such as tape machine, rack space, engineering time, etc. We expect to have about 100 installations by the end of the summer so let's base the monthly cost of this fixed expense on that figure. If you also depreciate this gear at three years (it really should be five) and add interest of 6%, it comes to $1.63 per account per month.

We set aside $2.50 per month for music rights. Since the customer never owns the receiver the maintenance problems are simplified because we merely replace the defective receiver with a good one and then fix it at our shop. This eliminates the expense of having a trained, skilled man make the service calls. We set aside $1 per month per receiver for maintenance. If this seems low to you don't let it fool you. With the receivers we are using we have not had enough trouble to reach this figure. Further experience may prove otherwise, but we think the chances of that are very small now.

We are paying a sales commission of 15%, which comes to roughly $2.25 per month per account.

Since we operate practically automatically with the 8-hour tape machine and on an fm station that was going to be on the air anyway, we don't charge any of the existing operating salaries or overhead to multiplex. Yet!

We pay for our taped music at the rate of $75 per month plus $1 per account, so we'll call that item $1.75 per month per account based on 100 receivers.

This comes to $12.28 per month per account and leaves us a gross profit of about $5 per month per account. This may not seem like much and if 100 accounts is all you think you can get out of your market, it isn't. We have a fast-growing market of nearly 200,000 to serve and feel like 1,500 accounts is not too much to expect in the years to come.

The receivers and transmitting gear should last well beyond the three years we have figured them for. A fair estimate would be between five and 10 years. Most of the people who read this article have radios at home that are still working after 10 years of service. And those radios were not nearly as well made as the receivers we are using.

Now, let's examine what *else* we can do with our multiplexing equipment to make an honest dollar. We now have a 2-channel multiplex transmitter and can buy a 3-channel transmitter if we wish. (Yes, they are available now.) We can use the extra channels for the following:

Storecasting: This is a solid and established business in some cities. Sending music and commercials directed at the shopper *while* she is shopping is becoming very attractive to the national advertiser. If a store doesn't carry the merchandise that you are selling in a particular commercial, then you can cut out the receiver in that store or series of stores while that commercial is on the air. There are too many storecasting plans to discuss in this article, but the most common way seems to be to charge the market or drug store a nominal fee for the use of the receiver and then share the advertising dollar with it. The theory being that if a store is paying for the service and at the same time receiving a share in the benefits of the advertising dollar it is not likely to turn the receiver off.

Another Approach

Another offshoot of storecasting that hasn't been tried yet, but looks awfully good, is liquor store casting. Hard liquor manufacturers have a lot of advertising money and are tied hand and foot in the ways that they *cannot* spend it. In most states they can't give premiums or gifts or bonuses. They cannot use radio or tv and they are limited severely in the amount of point-of-sale that they can use, both by law and by the simple space limitations in the average liquor store.

The liquor people we have talked to have accepted the idea very enthusiastically. And we have asked the Arizona State Board of Liquor control if they have any objections. They don't, they say, if the liquor stores pay something for the service. Well, that's easy. How about a dollar month? Since the FCC has classified multiplexing as a non-broadcast service, it appears they will go along.

And then there are others, such as controlling traffic signals with multiplex to solve some of the rush hour traffic headaches in almost any city of over 50,000. How about sending teletype and facsimile? How's your imagination? The sky's the limit, because what multiplexing amounts to is a tremendous expansion of the RF spectrum, a signed blank check to the fm broadcasters who have the imagination and the far-sightedness to use it for something that will benefit both themselves and the communities they serve.

It was 1·2·3 IDECO towers . . .

"...time after time Ideco has done the tower job we needed... and done it right"

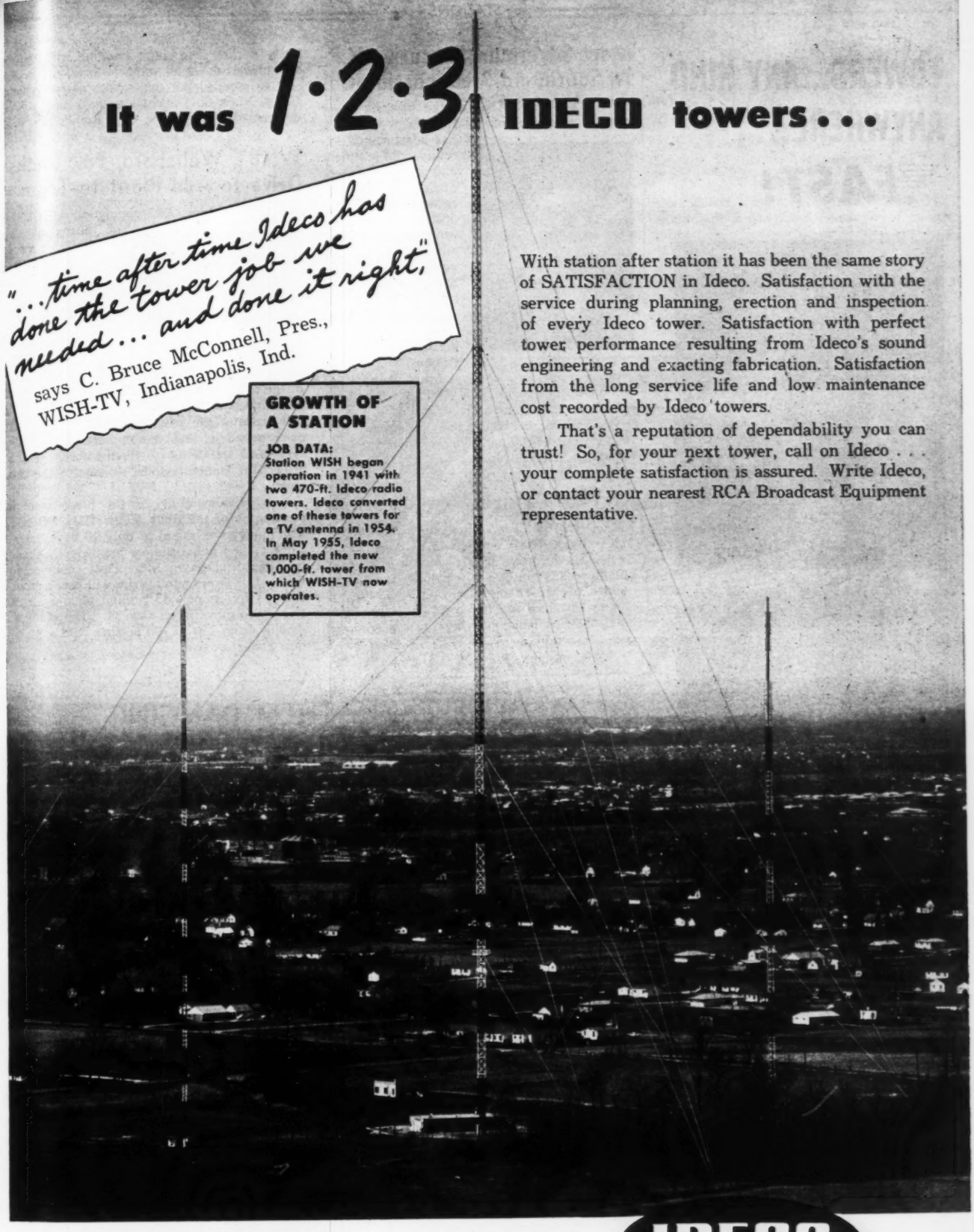
says C. Bruce McConnell, Pres., WISH-TV, Indianapolis, Ind.

GROWTH OF A STATION

JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco . . . your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.



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One of the DRESSER INDUSTRIES

COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

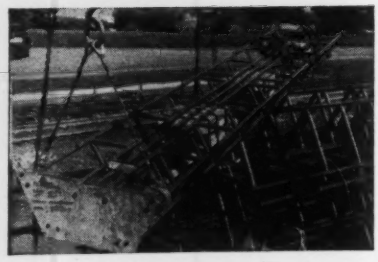
® IDECO

ONE OF THE DRESSER INDUSTRIES

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

TOWERS...ANY KIND ANYWHERE...

FAST!



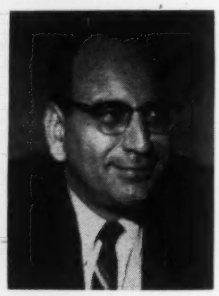
Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Overhead crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Mort Silverman Executive V.P. At Southland Broadcasting Co.

MORT SILVERMAN, for the past six years general manager of WMRY New Orleans, has been named executive vice president and general manager of Southland Broadcasting Co. in charge of the company's two properties, WMRY and KCIJ Shreveport, La. Mr. Silverman will concentrate on national and regional sales for both stations and will headquarter in New Orleans.



MR. SILVERMAN

John Revisore, commerical manager of WMRY, has been promoted to station manager, and Mike Verges replaces him as commercial manager. Bob Shipley, former AP and INS newsman, has been appointed station manager for KCIJ.

KXYZ to Have New Quarters

KXYZ Houston, Tex., owned by oilman Glenn McCarthy, will have a modern new home within the next two years if Mr. McCarthy's latest building plans conform to schedule. The Texan, builder of the Shamrock Hotel in 1949, has announced plans to build a 17-story apartment hotel on West Holcombe Blvd. at an estimated cost of $5 million. With KXYZ housed in its lower portion, the entire building will contain 500 office and hotel rooms, stores, night club and swimming pool two stories above ground. Nunn, Nunn & Ulbricht are architects. KXYZ quarters now are in the Gulf Building.

WNBT Wellsboro, Pa., Backs Drive to Add Plant to Town

WHEN Wellsboro, Pa. (population 4,200), was faced with the challenge of raising at least $180,000 by July 1 to provide facilities for an industrial firm that considered Wellsboro as a favorable site, the city got to work. So did WNBT Wellsboro.

The radio station broadcast a town meeting that went into the problem; kicked off the appeal for funds with spots filling all open availabilities on its schedule; broadcast two quarter-hour programs featuring top members of the local Chamber of Commerce's industrial committee, which had been searching for a new industry the past four years, and utilized daily newscasts and station breaks, reminding Wellsboro residents to "remember, give to grow," the station-adopted slogan for the campaign.

Last Monday (July 2), the funds were in, running as of that date at the $200,000 level. The money was raised in only 10 days, reports Robert L. Kahle, station manager. Already announced: Dresser Mfg. Div. (compression fittings) of Dresser Industries will break ground July 23 for its new $3 million plant with machinery to move in on Oct. 31. The plant will employ from 250 to 300 persons with a $1 million annual payroll.

WIRE TAKES THEM DANCING

IN INDIANAPOLIS any confession that "Arthur Murray Taught Me Dancing in a Hurry," like the catchy song of years ago, may have special significance. Quite probably, the eager student got the initial lead from WIRE and disc jockey Bernie Herman.

The pattern evolved by the Indianapolis Arthur Murray Dance Studio has proved successful for itself and a glowing testimonial for radio, despite some earlier sponsor misgivings. The proof lies in the rising number of interviews and studio employes hired to accommodate dance pupils.

Robert C. Overmyer, account executive at Caldwell, Larkin & Sidener-Van Riper Inc., which handles the local account, reports that "radio has yielded comparable returns beyond the measurement of mere inquiries to build greater acceptance for the local studio."

Its earlier use of spot announcements seemed inadequate to do a twin-fold job: establish more personal liaison with the public and build up this acceptance. So the studio, in June 1955, decided to test programming, stressing selective use of music as an alternative to the audio-visual treatment of television.

The Indianapolis Arthur Murray Studio bought a nightly half-hour segment of WIRE's three-hour (10:30 p.m.-1:30 a.m.) record show, *Nite Beat*, for a modest $100 per week, intending to capitalize on summer late evening listening habits. With the help of newspaper advertising, the studio doubled its inquiries in June over May. The following months, using only WIRE participations, they jumped another 15% by September.

Broadcast commitments were backed up by telephone surveys, indicating the studio had succeeded in creating a favorable acceptance (with the help, of course, of the network tv *Arthur Murray Dance Party*). Turning then to the middle-aged group, Arthur Murray bought an additional quarter-hour of *Dance Time* with Mr. Herman (6:15-30 p.m.) and last November, renewed *Nite Beat*. Arthur Murray recently renewed *Nite Beat* for still another 13 weeks. Jim Willingham is WIRE account executive for the show.

According to Larry Cowick, studio manager, Arthur Murray was closing 80% of its inquiries and had increased its staff from 12 to 30 employes. It gained 400 new pupils during the last three months of 1955 (the most successful year of its 17 years) and this past January interviews exceeded the entire second quarter of 1955. Since last June, when it started using radio, the studio has double its staff 100% (it added 30 in January alone—from 40 to 70).

Today, with virtually all its advertising budget on WIRE—($1,000-$1,500 monthly)—the Indianapolis Arthur Murray Studio retains both programs. Its record of inquiries and employment continues to augur well for the medium.

Estabrook Buys WERI

APPLICATION was filed last week seeking FCC approval of the sale of WERI Westerly, R. I., to former NBC-TV producer Edwin B. Estabrook Jr., for $69,000. WERI, 1230 kc, 250 w, is owned 100% by William F. Malo Jr. and family and has been on the air since 1949. In selling, Mr. Malo indicated that he would like to enter broadcasting in a large market. Mr. Estabrook was with NBC-TV until a year ago and he is currently director of radio-tv for Product Services Inc., New York advertising agency.

UBC Opens Chicago Office

OPENING of Chicago offices at 75 E. Wacker Dr. has been announced by Richard Eaton, president of United Broadcasting Co. stations, with Seymour Thomas as midwestern manager. Chicago telephone number is Randolph 6-5464. United comprises WOOK and WFAN (FM) Washington, D. C.; WANT Richmond, Va.; WSID Baltimore, Md.; WARK Hagerstown, Md.; WINX Rockville, Md.; WJMO Cleveland, Ohio. The firm also has grants for WTLF (TV) Baltimore and WOOK-TV Washington.

Henry Reinsch Dies

FUNERAL services were held last Friday for Henry E. Reinsch, 75, father of J. Leonard Reinsch, executive director of the Cox stations and assistant chairman of the Democratic National Committee for 1956 convention arrangements. The elder Mr. Reinsch was stricken with a heart attack at his south side Chicago home Tuesday morning.

REPRESENTATIVE PEOPLE

Robert E. Richer, WABC New York, to Adam Young Inc., N. Y., as account executive.

John E. McArdle, salesman in NBC-TV's participating program department (*Today, Home,* and *Tonight*), to NBC Spot Sales in similar capacity. **Anthony R. Liotti,** NBC research and presentation specialist, L. A., transferred to N. Y. as presentation writer, NBC Spot Sales.

Gil Christeon, recently salesman for WGN Chicago and previously with time-buying department of J. Walter Thompson Co., to Chicago sales staff of Weed & Co.

STATION PEOPLE

Martin McAuliffe, president of McAuliffe Adv. Agency Inc., New Orleans, appointed commercial manager of Supreme Broadcasting Co. (WJMR-AM-FM-TV New Orleans and WORA-AM-FM-TV Mayaguez, P. R.).

MR. McAULIFFE

Alan Purves, account executive, KBIF Fresno, Calif., appointed sales manager. **Jim Bailey,** announcer, promoted to program director, and **Bill Foulkes,** announcer, to chief announcer. **Frank Cassidy,** television packager and former KBIF salesman, returned to station sales staff. **John Sonders,** KGST Fresno, and **Robert H. Dreyer,** former Fresno food broker, also to KBIF sales staff. **Fred Roberts,** formerly of KDSX Dennison, Tex., to KBIF announcing staff.

John F. Connors, appointed audience and sales promotion manager, KLZ-TV Denver. **Quintin E. McCredie,** WNBF Binghamton, N. Y., returned to KLZ as audience and sales promotion manager.

By the Shores of WTCN

A MINNESOTA lake has been named "WTCN Lake" after WTCN-AM-TV Minneapolis-St. Paul by the state Conservation Commission in appreciation "for the fine service rendered in teaching conservation on its programs." *Minnesota Outdoors,* the stations' weekly show, has been stressing conservation, hunting, fishing, skiing and archery for nine years on both radio and tv.

John P. Wiley, director of sales promotion, WRCV-TV Philadelphia, appointed director of advertising and promotion. **Gene E. Stout,** WRCV-TV, named director of publicity, WRCV-AM-TV.

Jack S. Petrik, chief engineer, WJMR-TV New Orleans, appointed chief engineer, KETV (TV) Omaha.

Dick Zavon, client service director, WLWC (TV) Columbus, Ohio, named manager of audience promotion, Crosley Broadcasting Co. (WLW-WLWT [TV] Cincinnati, WLWD [TV] Dayton and WLWC [TV] Columbus, all Ohio, WLWA [TV] Atlanta). **Jack Kavanagh,** former account executive, Byer & Bowman Adv. Agency, Columbus, succeeds Mr. Zavon as client service director at WLWC.

Ask the BRANHAM BOYS . . .

NBC AFFILIATE

CHATTANOOGA

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

HIGHER
RATINGS
Feb. 1956 Shreveport ARB Area Survey

LEADING in 22½ morning quarter hours.

LEADING in 45½ afternoon quarter hours.

LEADING in 51 nighttime quarter hours.

•

GREATER
COVERAGE
KTBS-TV Channel 3, Shreveport, Louisiana, covers 44 counties in Louisiana, east Texas and south Arkansas. Population 1,351,700; set count 249,895.

•

MORE
VIEWERS PER DOLLAR
55% of the viewing audience from sign-on time to 12 noon.
82% of the weekday afternoon audience.
72% of the nighttime NBC audience in the Shreveport area.

MAXIMUM POWER

KTBS-TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

O. D. GARRET, manager of Kerr's Department Store, Oklahoma City, signs for sponsorship of a local *Window* insert on NBC-TV's *Home*. The five minute women's fashion segment will be telecast in color every weekday (9:25-9:30 a.m. CST) on WKY-TV that city. Also present for the contract signing (l to r): Grace Vawter, Kerr's advertising manager; Ray Ackerman, Knox-Ackerman Adv., Oklahoma City; W. J. Willis, WKY-TV account executive, and DeLois Faulkner, WKY-TV fashion consultant and host of the new show.

Clif Rucker, office manager, L. A. office of Broadcast Time Sales, to KHJ Hollywood as account executive.

Peggy Peerce named public relations and promotion director, WCPO-AM-FM-TV Cincinnati, succeesding **Dave Wilson,** to WLW-AM WLWT (TV) Cincinnati.

Chuck Renwick, WSAM Saginaw, Mich., to WKNX there as program director and afternoon show host, succeeding **Paul Carey,** to WJR Detroit.

Ray Hubbard, KPIX (TV) San Francisco, appointed assistant program director of WBZ-TV Boston; **Gordon Scott,** named operations director of WBZ-TV program department; **Iran Berlow** to production supervisor, and **Chester Collier,** to head station's new public affairs department.

Warren Thomas, WKRC-TV Cincinnati air personality, to station sales staff as account executive. **Herbert Flaig,** account executive, resigned to open Cincinnati advertising agency. **Paul Jones,** Cincinnati radio-tv personality, to WKRC-TV announcing staff.

Bob Shoaff, program director, KBTV (TV) Denver, resigned. **Shirley Hanheide,** traffic manager, named assistant program director. **Sue Bard,** program secretary, to assist Miss Hanheide.

Tom Dwyer, formerly with WNOW-TV York, Pa., to sales department, WOKO Albany, N. Y.

George Vickery, public service director, WTVJ (TV) Miami, Fla., named to additional post of publicity director.

John Schweiker, sales promotion department, WHO-AM-TV Des Moines, Iowa, transferred to account executive. **Robert O. Link** from radio continuity to sales promotion. **Darwin Wolf** and **Hibbard Cleveland** to sales staff.

Sidney D. Hall, Albert Trostel Packings Ltd., Lake Geneva, Wis., to sales department of WFRV-TV Green Bay, Wis.

Sherman Horn, in radio since 1929, to KCSB San Bernardino, Calif., as account executive. **Pat Bilby** to KCSB as night disc jockey.

LaMar Smith, executive producer, WOI-TV Ames, Iowa, to KUTV (TV) Salt Lake City as production manager.

Robert French, public relations specialist, to sales department of WCOL Columbus, Ohio.

Mildred Bailey, broadcaster on WCOP Boston, resigned to devote full time to her new food promotion business, Happy Homemakers Inc., Boston.

Ed Smith, McCann-Erickson, N. Y., to WHLI Hempstead, N. Y., as staff announcer.

Beverly Hay, radio-tv graduate, Michigan State U., to continuity staff of WOOD-AM-TV Grand Rapids, Mich.

Larry Cott, formerly news editor, KFRC San Francisco, to news writing staff of KGO-AM-FM-TV San Francisco.

Gus Grebe, sportscaster, to KWIZ Santa Ana, Calif.

Lloyd E. Yoder, vice president-general manager, WRCV-AM-TV Philadelphia, elected to board of directors, World Affairs Council of Phila.

Cecil Woodland, general manager, WEJL Scranton, Pa., named chairman of manufacturing division, 1956 Lackawanna, Pa., United Fund drive.

William Weber, retail sales account executive, KMOX St. Louis, father of boy, William Gregor.

Donald K. Ross, program director, KGFJ Hollywood, father of girl June 27.

Patrick Clifton Wilkins, newscaster, KEX Portland, Ore., father of boy, Patrick Jr., June 26. **Rod Smith,** station auditor and office manager, father of boy, Bradley Kendel, June 27.

Beverly Johnson, office manager, KHOL-TV Kearney, Neb., married to Dale Carlson June 24.

Don Roberts, member of sales staff of WCOL Columbus, and **Jodelle Penzone,** receptionist at station, married July 7.

Dick Aker, program director, KVOL Lafayette, La., father of boy, Gregory Lee, June 23. Mrs. Aker was **Opal Davis,** former engineer at Texas stations.

Pole to Pole

WHEN rioting broke out in Poznan, Poland, WTMJ-AM-TV Milwaukee went to great lengths to reassure hometowners that none of a group of Milwaukee and Wisconsin residents touring Poland at the time were involved. The stations' news department put through its longest telephone call so far, to Warsaw, Poland, recording a conversation with Miss Laura Pilarski, a *Milwaukee Journal* reporter. She is visiting Poland with what is said to be the first organized party to tour the country since it fell under Communist domination during World War II. Miss Pilarski told newsman Ed Winkel that none of the Wisconsin delegation had been in Poznan at the time of the riots and gave details on the uprising which unofficial reports said claimed some 200 lives. The conversation was aired on WTMJ and WTMJ-TV several times July 2.

RELIABILITY!

- Exclusive Patchover—prevents serious loss of air time; eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament — in readiness to operate if needed.
- Longer-life AX-9904R Amperex final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?

get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT!

- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!

- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement!
- Fits into standard elevators and thru doorways!

EASIER OPERATION!

- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality; readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand . . . and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements . . . when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction . . . S-E equipment alone meets all these requirements! Put your thoughts into action now . . . send for new free bulletin showing how you can boost power the more dependable, more economical way . . . with S-E!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

285-289 EMMETT STREET SE NEWARK 5, NEW JERSEY

ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER = HIGH BAND ECONOMY

— PROFESSIONAL SERVICES —

PROFESSIONAL SERVICE PEOPLE

Joe Wolhandler, eastern publicity director of Rogers & Cowan for past five years, elected vice president of public relations firm.

Doris A. Weininger, director of continuity, WNYC-AM-FM New York, to head of radio-tv department, Milton Riback Assoc., N. Y. public relations firm.

Arthur La Cour, radio-tv manager, Walker & Crenshaw, N. Y. public relations counsel, to U. S. Rubber Co., N. Y., as head of radio-tv in firm's public relations department.

Jane Peck Lait, publicity director, Hutchins Adv. and Cathedral Films, both Hollywood, named west coast publicity representative, American Heart Assn.

PROFESSIONAL SERVICE SHORTS

Phil Dean Assoc., N.Y., radio-television public relations-promotion company, moved to larger offices at 420 Madison Ave. Telephone is Plaza 3-7492.

Biderman, Tolk & Assoc., N.Y. public relations-promotion firm, moved to 515 Madison Ave. Telephone: Plaza 3-7919.

Hal Leyshon & Assoc., public relations counsel for American Federation of Musicians and other accounts, moved to new offices in Chanin Bldg., 122 E. 42d St., New York 17. Telephone: Murray Hill 7-0272.

Gene Schoor Assoc., N. Y., public relations firm, moved to 36 W. 57th St.

— PERSONNEL RELATIONS —

SAG Seeks Strengthening Of Parent Talent Group

SCREEN ACTORS GUILD Thursday asked the Associated Actors & Artists of America, AFL-CIO international parent of all actors' unions, to call a special meeting for the purpose of strengthening and revitalizing the international union. As one objective, SAG listed the "setting up of machinery of the four A's for the impartial settlement of jurisdictional problems between actors' unions." SAG currently has been in dispute with American Federation of Television & Radio Artists.

The guild's letter to the four A's was signed by John L. Dales, national executive secretary, and copies were sent to each of the other 4A branches—Actors Equity, AFTRA, American Guild of Musical Artists, American Guild of Variety Artists and Screen Extras Guild.

The Guild's action followed by 10 days its issuance of a special report to the guild membership, signed by President Walter Pidgeon for the board of directors, in which the guild detailed its reasons for rejecting an AFTRA proposal for a merger with SAG [B•T, July 2]. The guild pledged it would work toward "a stronger and more vigorous international federation (of actors' unions) and a simplified membership card plan for the entire entertainment industry."

Writers Guild to Select Best Radio, Tv Scripts

PLANS for book publication of the best television and radio scripts of 1955-56, as selected by writers who work in these mediums, were outlined at meetings of the Eastern and Western Tv-Radio Branch boards of the Writers Guild of America. Entry blanks for the contest are in the process of being mailed to members for return by July 30.

Competition has been divided into eight categories for television writers and four for radio writers. Each member may enter one script in only one of the categories, whether for tv or radio. The categories are as follows:

Television: (1) half-hour anthology drama, (2) half-hour episodic drama, (3) half-hour situation comedy, (4) half-hour comedy-variety, (5) one-hour or more drama, (6) one-hour or more comedy, (7) documentary, (8) children's program (not the action-adventure type which would come under drama, but puppets fairy-tales, actual children, etc.). Radio: (1) drama, (2) comedy, (3) serial episodes, (4) documentary.

Each member who submits a script must also serve as a preliminary judge in a category other than the one in which he is seeking an award. Preliminary sifting will be done by committees of the entrants, and final judging by a board drawn again from writers, plus experts from associated crafts. All names of authors will be removed in the judging process, and key numbers substituted to assure anonymity until final selection.

Presentation of the awards will be made at special functions to be held east and west, early this fall. Royalties of the book will be shared by writers whose scripts are included and the Guild.

AFTRA Readies Charges

AMERICAN Federation of Television & Radio Artists announced last week that the national union is preparing charges against 15 members of the New York local who refused to tell a Congressional committee last summer whether or not they ever had been Communist Party members. The union's announcement was made to "clarify" a newspaper report which failed to mention that the action originated with national AFTRA, according to Donald F. Conaway, national executive secretary. AFTRA has instituted a rule under which charges can be preferred against a member who refuses to answer questions on whether he is or ever has been a communist.

IATSE Reports DuMont Pact

SIGNING of a new contract between DuMont Broadcasting Corp. and the International Alliance of Theatrical Stage Employes was announced last week by IATSE. The pact covers engineers and other technicians employed at DuMont's WABD (TV) New York and WTTG (TV) Washington, and, according to IATSE, provides for "substantial wage increases."

PERSONNEL RELATIONS PEOPLE

Mikel Kane, CBS-TV director, elected president of Hollywood chapter of Radio-Tv Directors Guild succeeding **Stuart W. Phelps** of Ralph Edwards organization. Other new officers of chapter are vice president **Jack Johnstone,** CBS Radio; secretary **Tom Belcher,** NBC, and treasurer **Bob Adams,** CBS-TV. Elected to board were tv comic **Jerry Lewis; Frank Morris,** ABC; **Gene Webster,** CBS; **Jack Shea,** NBC-TV; **Howard Quinn,** CBS-TV; **Richard C. Bennett,** NBC-TV; **Lester Vail,** CBS-TV and **Gordon Wiles,** NBC-TV.

Max Herman elected vice president of Hollywood Local 47, American Federation of Musicians, succeeding **Cecil Read,** suspended [B•T June 18]. **Lou Butterman** to replace **John Clyman** on board. They serve until membership meeting this month.

Turn on the sales current, warm up those customers. WCUE blankets 12 northeastern Ohio counties. WCUE covers the bigger, busier commercial areas. No other station is more effective. Now you're getting warm . . . plug WCUE into the nation's 42nd market. Let the sales sizzle!

more MUSIC *more* NEWS *more* OFTEN

Wcue

Akron's only independent—we're home folks

TIM ELLIOT, *President*

John E. Pearson Co., National Representatives

NBC, MAJORS SIGN $16 MILLION PACT

New contract runs through 1961 and covers World Series and All-Star games.

NBC has purchased television and radio rights for the World Series and All-Star games for the years 1957-61 inclusive for $3,250,000 a year, it was announced last week by Commissioner of Baseball Ford C. Frick. The baseball events, as in past years, will be sponsored by the Gillette Safety Razor Co., Boston through Maxon Inc., New York.

The new agreement will become effective with the All-Star game in July 1957 and will replace the six-year conrtact which expires with the World Series of this year. In 1951 Mutual acquired the rights to the game and assigned the tv rights to NBC-TV. Mutual reportedly paid $1 million a year for the tv-radio rights.

"In view of the cordial relationship that has existed among the three parties in the past," Mr. Frick said, "the new arrangement is an especially happy one. When it became known that the present contract was about to expire, considerable interest was shown by others in the sponsorship of the games; however the most satisfactory offer from every standpoint was made by the current sponsors.

"We are deeply gratified that, as a result of this agreement, the pension fund for baseball players is now protected and guaranteed for another five years. It is anticipated that it will now be possible to offer even more liberal benefits under the Player Pension Plan, which is already one of the most generous in existence."

FORD FRICK (c), commissioner of baseball, meets with NBC President Robert W. Sarnoff (l) and Boone Gross, president of Gillette Safety Razor Co., to discuss the purchase of World Series and All-Star rights by NBC for Gillette sponsorship.

Sarnoff Memo Inspires New NBC Thursday Show

A MEMORANDUM submitted last year to President Eisenhower by Brig. Gen. David Sarnoff, RCA board chairman, detailing a "Program for a Political Offensive Against World Communism" is the basis of a new 13-week series which NBC Radio will air this summer. The series, *Can Freedom Win?*, conceived by radio producer Hardy Burt who approached Gen. Sarnoff on the series idea after having read the memorandum, will be heard Thursdays, 9:05-9:30 p.m. EDT, starting this week.

The program's production cost will be borne by the Richardson Foundation, a non-profit group dedicated to further study in international affairs and citizenship education and headed by S. Smith Richardson, board chairman of the Vick Chemical Co., New York. Regular panelists include Mr. Burt, *Reader's Digest* Senior Editor Eugene Lyons and Dr. Robert Strausz-Hupe, director of the Foreign Policy Research Institute, U. of Pennsylvania. In addition to the panel, a weekly guest will be chosen from the ranks of labor, education, government or the military.

Gen. Sarnoff's memorandum called for a public education program to familiarize all Americans with Soviet policy toward world domination. Mr. Burt said the principal aim of the program is "an attempt to define the significance and goals of international communism and to receive the recommendations of the country's leading authorities as to what should be U. S. policy in relation to the Soviet empire."

KBS Adds 10 Affiliates

ADDITION of 10 new affiliates was announced Monday by Keystone Broadcasting System. The new stations bring total affiliates to 897, according to Blanche Stein, KBS station relations director. They are KNOG Nogales, Ariz.; WSNT Sandersville, Ga.; KTOP Topeka, Kan.; KLWT Lebanon, Mo.; KVHC O'Neill, Neb.; WMSN Raleigh, N. C.; WSRW Hillsboro, Ohio; WBCR Christiansburg, Va.; KILA Hilo, T. H., and WIVI Christiansted (St. Croix), Virgin Islands.

WELD New ABC Affiliate

ADDITION of WELD Fisher, W. Va., as an ABC Radio affiliate, effective Aug. 1, was announced jointly last week by Richard F. Lewis Jr., owner of the station, and Edward J. DeGray national director of station relations for ABC Radio. Kimberley Johnson is station manager of WELD.

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1/5 of U. S. Negro POPULATION

1/3 of U. S. Negro DOLLARS!

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WNJR Newark N. J.
The Only All-Negro Station in the Biggest Negro Market of all

WBEE Harvey Ill.
The Only All-Negro Station in the Enormous, Rich Chicago area

WRAP Norfolk Va.
The Only All-Negro Full-Time Station in this Prosperous Area

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100% PURE SALES IMPACT
Made with a high-income audience of over 187,780 viewers... all entertainment-hungry gourmets eager for new brands & recipes!
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KING SIZE PACKAGE
KPAR-TV & KDUB-TV COMBINATION "TREASURE ISLAND"
CBS
K-DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Shriner Fall CBS-TV Show Now Slated for 30 Minutes

CBS-TV, which recently signed comedian Herb Shriner to a new full-hour program for the 1956-57 season following the expiration of his contract with Mark Goodson and Bill Todman, has trimmed the program to 30 minutes and rescheduled it in the Tuesday, 9-9:30 p.m. EDT timeslot. The program was originally set for 8:30-9:30 p.m. Tuesdays, but was trimmed when the network found itself unable to "clear a full hour due to lack of time availabilities."

Mr. Shriner, however, was assured by the network of a full-hour show during the 1957-58 season.

As originally planned, Pharmaceuticals Inc., through Edward Kletter Assoc., New York, was to sponsor the second half of the Shriner program. It retained the 9-9:30 p.m. timeslot of the past season (alternating sponsorship of *Meet Millie* and *Guy Lombardo Jubilee*, both now off the air) by purchasing CBS-TV's *Joe and Mabel* film series for the summer. Pharmaceuticals Inc. will thus become Mr. Shriner's sole sponsor of the new 30-minute program. Sponsorship plans for the first half of the former hour-long program had not been announced.

The vacated half-hour has been bought by the W. A. Sheaffer Pen Co., Ft. Madison, Iowa, through Russel M. Seeds Co., Chicago, which plans to feature a CBS-owned film show, *The Brothers* (starring Gale Gordon and Bob Sweeney) at that time. Kick-off dates for the shows have not been announced. Sheaffer this past season shared sponsorship (with Maytag) of the 8:30-9 p.m. *Navy Log* series.

Messrs. Goodson and Todman produce *Two for the Money*, which starred Mr. Shriner last season.

ABC-TV Affiliates Board To Meet With Network Brass

THE Board of Governors of the ABC-TV Affiliates Assn. will meet at Pocono Manor Inn, Pocono Manor, Pa., July 16-17, to be followed by a meeting July 18 with ABC President Robert E. Kintner and other network executives, Fred S. Houwink, chairman of the affiliates and general manager of WMAL-TV Washington, announced last week.

This will be the first meeting of the board since its organization May 24 in Kansas City [B•T, May 28]. The affiliates requested a session with ABC executives at the Kansas City meeting and the July 18 affair will fulfill that request. Mr. Houwink said that the affiliates would give the network their viewpoints in helping ABC-TV attain a stronger national position.

Other affiliate officers include Harry LeBrun, general manager of WLWA (TV) Atlanta, vice chairman; Joseph F. Hladky, executive vice president of KCRG-TV Cedar Rapids, Iowa, secretary, and Joseph Drilling, vice president of KJEO-TV Fresno, Calif., treasurer.

KNX-CPRN Promotes Sieck

CARLETON SIECK, account executive for KNX Los Angeles and the Columbia Pacific Radio Network, has been named assistant general sales manager, it was announced Thursday by KNX-CPRN Sales Manager Donald M. Ross. With KNX since 1951, Mr. Sieck fills the vacancy created two months ago when Fulton Wilkins was switched to New York as eastern sales representative for KNX-CPRN. Mr. Ross also announced the promotion of William Weller from national sales representative to account executive, succeeding Mr. Sieck.

New Sunday King?

IS STEVE ALLEN the man who has "knocked off" Ed Sullivan? Trendex figures reported last week: Mr. Allen's NBC-TV show in the Sunday 8-9 p.m. EDT time period scored a 20.2 rating as contrasted to 14.8 for Mr. Sullivan's program at the same time on CBS-TV. Mr. Allen, according to Trendex, had 55.3% share of audience and Mr. Sullivan 39.7%. This was NBC's best showing in that slot since the May 30, 1954, Martin & Lewis telecast which outdrew the *Ed Sullivan Show* with a 62.3% share. Mr. Allen's score was 3½ times as large as that of the last telecast (June 10) of the *Comedy Hour*. In the past season, NBC beat Mr. Sullivan only three times, twice via Martin & Lewis appearances and the third time with a spectacular.

Clinic Will Tackle Problems Of CBS-TV Football Coverage

ALL-DAY clinic will be held in New York this Wednesday under the auspices of the CBS Sports Dept. to tackle the problems involved in CBS-TV's coverage this fall of 63 professional games on a regional basis. In attendance will be CBS staffers, representatives of the sponsors and their agencies, officials of the 11 teams, Bert Bell, commissioner of the National Football League, and several of his aides.

William C. MacPhail, director of sports for CBS, will officiate at the clinic, assisted by Judson Bailey, executive producer of CBS-TV, and Elmer Lower, director of special projects for CBS.

The schedule of games is virtually at an SRO basis, according to Mr. MacPhail, with 15 sponsors already having signed. He pointed out that one of the complications is that at certain times, CBS-TV will be covering six games simultaneously from points across the country.

All CBS Radio Affiliates Back Raise in Network Pay

EVERY AFFILIATE of CBS Radio has approved the network's increase of the rate in payments for the coming year over the current year, it was announced last week by Arthur Hull Hayes, president of CBS Radio (AT DEADLINE, June 11, *et seq*).

Approval was received in the form of signed amendments sent to the stations from the network, according to Mr. Hayes. The new agreement, which calls for payment rates to the stations of 6-¼% above the current rate of compensation, will go into effect on Aug. 25. New one-year contract amendment will specify 15% rather than 20% as amount of reduction borne by the affiliates in comparison to pre-1951 compensation rates.

First 'Playhouse 90' Set

THE LIVE tv adaptation of Pat Frank's recently-published suspense novel, *Forbidden Area*, was set last week for the Oct. 11 premiere show of CBS-TV's *Playhouse 90* series. Tv playwright Rod Serling will do the adaptation for the 90-minute weekly dramatic series, scheduled for Thursday, 9:30-11 p.m. EDT. At the same time, Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming, said that rights to John P. Marquand's most recent noval *Sincerely, Willis Wayde*, and Maxwell Anderson's Broadway play, *Star Wagon*, had been purchased.

"WITHOUT ADVENTURE, CIVILIZATION IS IN FULL DECAY"...

—Alfred North Whitehead

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"Without inquisitiveness, an industry goes to seed."

Inquisitiveness, spurred by competition, has led this nation's 88 steel companies to investigate and create hundreds of new kinds of steel to meet the needs for better things at lower cost.

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For Example:

Republic Steel's planned, new Central Research Lab will explore, among other things, methods for new, cheaper ways of producing steel.

SMALL CHANCE SEEN FOR SENATE ACTION ON ANY POLITICAL BROADCASTING BILLS

Final session of 84th Congress nearing adjournment without taking definite action on many proposals which would regulate radio-tv election year broadcasting. Stanton submits CBS views.

CHANCES for action on any of the several bills on political broadcasting grew slimmer last week as the 84th Congress entered the stretch.

Meanwhile, CBS President Frank Stanton has forwarded comments to the Senate Commerce Committee giving CBS views on the bills in the Senate on political broadcasting. Dr. Stanton's comments were made at the request of Committee Chairman Warren G. Magnuson (D-Wash.) during the CBS president's testimony before the Senate group last month [B•T, June 18].

Sen. Magnuson has said several times that his committee will hold hearings on the political broadcasting measures before the end of this session of Congress, but no dates have been set, and with Congress anticipating adjournment by the end of this month the possibility of congressional action this year grows less certain.

One measure in the Senate (S 3308)—described as the "honest elections bill" and introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.) and Minority Leader William F. Knowland (R-Calif.) with total cosponsorship by 82 senators—had brighter prospects earlier in the session. But last week spokesmen for the Senate Majority Policy Committee, which clears such legislation for Senate action, said that although the measure is being studied, its chances of passage grow less as the session nears an end. Besides election reforms, this bill carries an amendment to Sec. 315 of the Communications Act. It was introduced at the height of the controversy over lobbying activities concerning the natural gas bill vetoed by the President.

Dr. Stanton, in his comments on the Senate bills (there are corresponding bills in the House to all the Senate proposals), reiterated his support of S 2306—introduced in both the House and Senate at CBS' suggestion. The bill would make inapplicable the "equal time" provisions of Sec. 315 in cases where a station or network presents political candidates on news, debate and similar type programs of which format and production are controlled by the broadcaster—as distinguished from set campaign speeches and rallies and paid political spot announcements.

The CBS president again scored any proposal to require broadcasters to give free time to political candidates. But he said that if S 2306 or equivalent legislation is passed, CBS will donate one hour to the two major party presidential candidates this fall to use in debate or other discussion of the campaign issues.

Here are summaries of the various Senate political broadcasting bills, with Dr. Stanton's comments on each proposal contained in the measures:

S 771—Withdraw the equal time rights of Sec. 315 (a) of the Communications Act from any person who has been convicted of subversive activities and from members of certain subversive organizations.

Dr. Stanton said CBS has no objections to the bill's principles, but it places a difficult burden on the broadcaster by requiring him to determine whether a person has been convicted of subversion or whether he is a member of certain subversive organizations.

S 1208—Relieve the licensee of liability for defamatory statements broadcast by a political candidate unless the licensee participates in the broadcast with intent to defame.

Dr. Stanton said CBS supports the bill's principle, which would relieve the broadcasters of liability for statements over which he has no censoring power. But, he said: (1) it is not clear federal legislation can exempt broadcasters from liability under *state* laws; (2) the risks of suits for libel and defamation do not appear to be great. CBS has had no serious difficulty with the problem, and, although CBS has no power to censor, political candidates have been cooperative almost invariably and voluntarily have deleted statements the network thought might be defamatory or libelous.

S 1909—Require any political broadcast to be accompanied by an announcement of whether the speaker is speaking extemporaneously or from prepared material, and what facial makeup, if any, is being used by the speaker during the broadcast.

Dr. Stanton said CBS had no comment, but that the bill seems to be discriminatory against broadcast stations by requiring for this medium a degree of candor not required for any other public appearance by a candidate.

S 2306—Make the "equal time" requirements inapplicable to "any news, news interview, news documentary, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program. . . ."

Dr. Stanton noted that this bill was introduced at the request of CBS and that it leaves Sec. 315 just as it is in the case of set campaign speeches or political rallies. But in the types of programs specified, it gives the broadcaster leeway in the exercise of his journalistic functions so he can concentrate on the main issues and candidates without providing time for candidates of splinter parties. He noted there were candidates from 18 parties seeking the presidency and vice presidency in 1952.

S 3308—Apply the "equal time" guarantees, in the case of candidates for President or vice president, only to those who are nominees of a major political party or to those who are supported by petitions equalling at least 1% of the

Parties Unite for Spots

A PACKAGE of 100 spots was sold jointly by WEPG South Pittsburg, Tenn., to the Marion County Democratic executive committee and the county's Republican executive committee in a non-partisan appeal for prospective voters to qualify to vote by registering before the July 10 deadline.

Since it appeared unlikely that the chairmen of both committees could be persuaded to attend a joint conference, WEPG Commercial Manager Hugh B. Patton acted as intermediary, talking first with one and then the other, until a satisfactory arrangement was worked out.

The election in question is scheduled for Aug. 2 and is both county general election and Democratic and GOP state primaries.

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"We live right in the heart of one of the nation's richest market areas, serving clients who market their goods here. Over the years, we develop a first-hand knowledge of the market and the most effective media, like WGTH-TV. WGTH-TV has demonstrated its ability to build both a top-rated early news and a top-rated late weather show for two of our regional clients."

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President, Graceman Advertising, Inc.

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WGTH-TV CBS 18

vote at the prior presidential election.

Dr. Stanton said the bill takes a "useful step forward" in relieving the broadcaster of the requirement to furnish time to fringe party presidential and vice presidential candidates. But it provides no relief in the case of candidates for *nomination* for the presidency, nor does it provide relief in campaigns at any level other than the presidency or vice presidency. It is the obscure candidates for nomination, even of major parties, who have given broadcasters some of their biggest headaches: "The short of it is that anybody who wants the presidential nomination of the Democratic or Republican parties today has equal right to President Eisenhower . . . or to Govs. Stevenson and Harriman or Sen. Kefauver. . . . There is no limit to the potential candidates. It seems to me . . . relief in respect of candidates for *nomination* is imperative."

S 3962 provisions: (a) Same as S 3308. (b) Impose equal time requirements in the case of candidates for presidential and vice presidential *nomination* by a major political party, if the candidate is (1) the incumbent of any elective federal or statewide elective office; or (2) has been nominated for President or vice president at any prior convention of his party; or (3) is supported by petitions including at least 200,000 signatures.

Definitions Inflexible

Dr. Stanton said this would relieve broadcasters of the requirement of giving equal time to "unknown or unsubstantial" candidates for the Democratic or GOP presidential nomination. But these definitions appear somewhat inflexible when it is noted that in prior campaign years petitions would have had to be circulated for persons of such stature as Gen. Eisenhower, Wendell Willkie, Herbert Hoover (in 1928) or John W. Davis, since none met these qualifications. This embarrassment could be avoided by allowing the broadcaster some discretion in determining who is and is not a "substantial" candidate for nomination by a major party; namely, by using these tests to define who could be *persumed* to be a substantial candidate, but allowing broadcasters to go beyond that to take care of such situations as presented by Messrs. Hoover, Willkie and Davis and Gen. Eisenhower.

(c) Applies the equal time requirements only to major party *nominees* for a congressional office or to candidates for election who may not be nominees of a major party, but who file petitions with signatures equaling 1% of the total votes for that office in the last election.

Dr. Stanton said this is an attempt to provide the broadcaster relief from fringe party and unsubstantial candidates for a congressional office, but leaves the equal time requirements where they are now insofar as candidates for congressional nomination are concerned. Although congressional campaigns do not affect network broadcasting, he said, the matter may be of considerable importance to individual stations, especially where there are vigorous campaigns with several candidates, some of them "clearly unsubstantial."

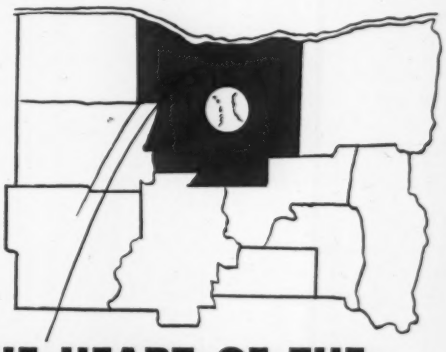
(d) Require tv networks and tv stations to make available to presidential nominees of the two major parties, at no cost to the candidates: one half-hour a week during September; one hour a week during October, and one hour in November preceding the presidential election.

Dr. Stanton said such a requirement is "wholly discriminatory and, I believe, raises serious problems of constitutionality. . . . Whatever the answers to the problems of financing political campaigning, I think it clear that the commandeering proposal of [this section] is so unfair and of such doubtful constitutionality that it should be rejected."

Dr. Stanton said CBS supports S 2306; that S 3308, despite the "serious defects" he noted, is a "step forward," and that S 3962 is more desirable than S 3308, except that "in no circumstances" will CBS support that part of S 3962 which requires tv networks and tv stations to give free time to presidential candidates of major parties.

The CBS president submitted a redraft of an amendment to Sec. 315, which he said CBS prefers second to S 2306. The redraft incorporates the broadcaster exemptions from equal time requirements for news and debate type programs as set forth in S 2306. It also incorporates S 3962 except for the "free time" provision. It adds CBS' suggested language which would allow the broadcaster to determine who is a "substantial" candidate for presidential and congressional nomination and election beyond those who meet the requirements set forth in S 3962. The CBS suggestions also would provide the broadcaster relief from fringe party and unsubstantial candidates for congressional nomination, in addition to those for congressional elections. S 3962 failed to cover this situation.

Dr. Stanton reiterated CBS' proposal to give perhaps two hours to the two major party presidential candidates to divide between them for a discussion of the campaign issues before election day—provided Congress does not pass legislation requiring tv networks and tv stations to give "free time" to major party presidential nominees as proposed in S 3962. He said CBS has already tentatively set aside Class A nighttime periods for this purpose.



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Planners Accelerate Chicago Preparations

Facilities readied for influx of 4,000 newsmen and techicians at Democratic convention, five weeks away. Increase of 10-30% in line requirements over 1952 is predicted.

THE PACE and pulse of political convention planners and candidates was quickening in Chicago last week with curtain time for the Democratic show five weeks away.

Accelerated activity was evident at Democratic National Convention headquarters in the Conrad Hilton Hotel and in the Stevenson-for-President and Campaign Committee camps in the city's loop. It also was manifested at network-station and at the facilities levels, at both the International Amphitheatre and Illinois Bell Telephone Co.

From all estimates, total manpower in terms of domestic newsmen and technicians of radio-tv and other media should hit close to 4,000 for the Democratic National Convention starting Aug. 13. Illinois Bell and AT&T's Long Lines Dept., predicting a 10-30% increase in facilities requirements over 1952, claim a record 54 microwave "dishes" will be installed for tv alone—including 28 atop the amphitheatre, 10 on the Hilton Hotel, and the remainder on other big buildings—as part of its huge communications network.

Nerve center of the Democratic party will be Room 800 (actually four rooms) converted to offices in the Hilton, where J. Leonard Reinsch, assistant to the chairman in charge of 1956 convention plans and executive director of the Cox Stations, maintains headquarters with a staff of nine people. His staff is processing requests for housing in over 40 Chicago hotels, along with ticket allocations to delegates and alternates. A Chicago Host Committee headed up by Mayor Richard E. Daley is cooperating on arrangements involving transportation, entertainment and other services for an estimated 25,000 persons expected to attend the convention.

Actual amphitheatre layout is pretty well settled as workmen crews cover the 12,000-seat building, laying miles of cable up walls and down aisles. Transmission points for radio-tv networks and independent stations are being set up in a block-long north wing of the amphitheatre. The independents will have complete facilities (studio and film) for their own coverage.

Structures have been built down-center in the amphitheatre for tv and still cameras. Tv and theatre newsreel cameras—the latter numbering more than 100 cameramen and crews—will work from separate 240-sq. ft. platforms at opposite ends of the delegates' section.

Representatives of foreign radio-tv stations and newspapers (Paris, London, Vienna, Tokyo, Honolulu, Winnipeg, Ottawa, Berlin, etc.) are expected to attend.

The fifth and sixth floors of the Hilton Hotel will be converted for direct broadcasting in the form of radio-tv studios. Newsmen from papers, magazines and wire services will be housed in a basement quarter.

Mr. Reinsch and his staff have been facing a steady stream of visitors. Assisting him on pre-convention planning are Jack F. Christie, radio-tv director of the Democratic National Committee; Elizabeth Forsling, formerly ABC executive coordinator on the 1952 conventions, and Lewis Gomavitz, producer of NBC-TV's *Kukla, Fran & Ollie*, who has been engaged to work on actual convention site details. Democrats are expected to choose a keynote speaker at a meeting of their Arrangements Committee today (Monday).

Illinois Bell and AT&T are working with convention planners, radio-tv and press representatives on telephone, teletype, telephoto and special circuit equipment. Illinois Bell will maintain a message center and a tv lounge where delegates may see the televised convention proceedings between telephone calls. Illinois Bell figures roughly on 32 switchboards, 4,000 telephones, more than 100 phone booths, 160 private lines and 1,330 trunks.

Chicago stations are also mapping pre-convention plans. CBS Radio will take a feed from its o&o WBBM called *Ear on Chicago*. Coordinated by Hugh Hill, local special events chief, the project calls for interviews at the amphitheatre, at the Stockyard Inn and similar question-and-answer sessions at Hilton party headquarters. It will be aired by the network 6:05-30 p.m. (EDT) Saturday, Aug. 11, weekend before the convention. A similar show is planned for CBS by KCBS San Francisco for the GOP convention.

Ear interviewees include Messrs. Reinsch and Christie, workmen at the amphitheatre, chef and headwaiter at the Stockyards Inn, and the foreman working on network studios in the amphitheatre.

NBC Chicago will maintain a helicopter service for conveying personnel and equipment (including film reports) back and forth between the Merchandise Mart and the amphitheatre and also utilize the new Prudential Bldg.

Also working feverishly on pre-convention plans are the Stevenson-for-President Committee and the Stevenson Campaign Committee, for Democratic candidate Adlai Stevenson. Serving as press secretary for him is Roger Tubby, who held that post with the Truman administration.

Mr. Tubby said Tuesday there have been numerous requests for Mr. Stevenson to appear on networks shows. Some local Stevenson-for-President committees have bought time on local stations in Richland (Wash.) and Cincinnati (Ohio) for a continuing series of taped broadcasts of Mr. Stevenson's talks, but there will be no appreciable purchases of time for Mr. Stevenson until after the Democratic convention, assuming he is the Democratic presidential nominee. Local Stevenson groups have bought time in the Illinois and Florida primaries.

KING, Teamsters Team

KING-AM-TV Seattle simulcasts of the Washington state Democratic and Republican conventions were sponsored by the Community Service Dept. of the Western Conference of Teamsters. The television portion was covered statewide, with KING-TV feeding KREM-TV Spokane and KIMA-TV Yakima.

The Democratic parley was held June 30 in Tacoma while the Republicans got together July 7 in Seattle. Taking part in negotiations for the coverage were Ed Donoho, publicity director for the teamsters; How J. Ryan and Ed Arndt of the How J. Ryan & Assoc. agency; Earl Reilly, account executive, John Pindell, local sales manager, and Al Hunter, sales manager, all of KING-TV.

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your Peters, Griffin, Woodward "Colonel"
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Two Stations Offer Free Political Time

THE *Washington* (D. C.) *Post's* Broadcast Division announced last week it will make available free time on its television stations (WTOP-TV Washington, WMBR-TV Jacksonville, Fla.) for certain candidates during second primary (run-off) and general elections. These candidates include those seeking U. S. senatorial, congressional, gubernatorial and certain other state and local offices, but not presidential and vice presidential candidates.

Contending that granting of free program tv time to general election candidates is in the nature of a public service, John S. Hayes, president of the *Post* Broadcast Division, said no time will be sold after primary elections to those entitled to free time in the later elections. The amount of free time will be determined by the station, which will take into account the degree and extent of local interest and the necessity of providing equal facilities under existing law, Mr. Hayes continued.

WTOP-TV and WMBR-TV will sell time to presidential and vice presidential candidates and committees representing them, both for paid political spot announcements and programs, Mr. Hayes said. The stations will consider the necessity for providing equal facilities in determining the amount of time to be sold to these candidates. The commercial spot announcement rate for these candidates will be the "most favored weekly rates consistent with the maximum purchase a candidate is *permitted* to make even though the *actual* purchase is *less* than the maximum permitted," Mr. Hayes said.

The stations also will make free time available, aside from election of candidates, for discussing important local and state political matters such as referenda, amendment of state constitutions or bond issues, Mr. Hayes said. For such political matters, no time will be sold and consideration will be given to presentation of opposing viewpoints, he said.

The stations will continue to provide nonpartisan coverage on regular news broadcasts of political campaigns of the various candidates, Mr. Hayes said.

Political Troubles

"IT AIN'T RIGHT," said "Ole Jim" when informed that his political aspirations caused KDMS and KRBB (TV) both El Dorado, Ark., to lose approximately $3,500 in air time.

"Ole Jim," a sports commentator on both stations, announced his candidacy for state representative Feb. 29 under his real name, James A. Pomeroy. One of his three opponents recently called the stations' attention to Sec. 315 of the Communications Act which calls for equal time for all political candidates. Both stations agreed to the equal time request.

"I ain't said one word about anyone electing me to no office. I've just gone along lying about the length of fish and trying to outguess the weatherman," explained "Ole Jim."

Editorial Backs Free Time For Presidential Candidates

EDITORIAL in the *St. Louis Post-Dispatch* favoring a Senate bill (S 3962), which would require television stations and networks to give seven hours of time to each of the presidential nominees of the major parties in this and other election years, was entered in the *Congressional Record* last week by Sen. Hubert Humphrey (D-Minn.), the bill's author. (Also see CBS President Frank Stanton's comments on this bill, page 82, and editorial, page 106).

The *Post-Dispatch*, however, qualified its support by saying: ". . . If the tv networks feel that they cannot possibly do without the revenue from commercial programs during this period, the Federal Government would be justified in buying the time in the name of the American people . . . as a contribution to informed citizenship."

Sen. Humphrey remarked that he had been "deeply encouraged by the response I have had concerning this bill." S 3962 was co-sponsored by several other Democratic senators.

GOP Streamlines Convention

THE Republican National Convention opening Aug. 20 in San Francisco will be "streamlined for maximum radio-tv impact," GOP National Chairman Leonard W. Hall said last week.

The GOP's arrangements committee at its meeting in Washington decided to study shortening of the convention's overall running time, reducing the length of speeches and cutting down time of roll calls by permitting the polling of individual state delegations without interrupting the roll call of the states.

Men Who Know Akron Best*
BUY MOST on WAKR

IN AKRON...
WAKR IS 1st
IN LOCAL AND NATIONAL SALES
Nationally Represented by WEED AND CO.

*Leading
• DEPARTMENT STORES
• SUPER MARKETS
• BANKS
• AUTO DEALERS
• AND OTHERS

RADIO-TELEVISION CENTER
853 Copley Road — Akron 20, Ohio

CBS-TV Plans Special Convention Orientation

CBS-TV has scheduled two special, closed-circuit telecasts on July 23 and July 25 (both 5-5:30 p.m. EDT) to orient the 7,000 delegates and alternates to the 1956 Republican and Democratic presidential conventions on plans for CBS' radio and tv coverage of the conventions and the part the delegates will play.

The Democratic delegates will see and hear Paul M. Butler, chairman of the party's national committee, and CBS newsmen discuss the network's coverage plans on July 23, while their Republican counterparts will be exposed to a similar program July 25, at which GOP National Chairman Leonard Hall will speak.

The delegates have been invited to see the orientation telecasts at the offices of the CBS-TV affiliated station nearest their homes. Speakers will include Sig Mickelson, CBS vice president in charge of news and public affairs and CBS newsmen Walter Cronkite, Bob Trout, Douglas Edwards and Charles Collingwood.

Governors of the 48 states and the local press also will be invited to the closed-circuit broadcasts. Television recordings of the programs will be made available to convention delegates outside the continental limits of the U. S. in Alaska, Hawaii, Puerto Rico, Canal Zone and the Virgin Islands.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

New, Timely Election-Year Continuities

BMI *presents the* 1956 PRESIDENTIAL PACKAGE

Program Scripts for Radio and Television

Background—color—personalities—oddities—the intriguing stories of past elections are all neatly wrapped in this BMI "Presidential Package" containing an assortment of 23 scripts for a total of five hours of programming.

"THE FIRST ELECTION"
One half-hour script
Relates the surprising aftermath of America's first presidential election

"A PRESIDENTIAL CAVALCADE"
Seven five-minute scripts
Odd and interesting facts about our chief executives . . . their hobbies, early jobs, personal ancedotes and other authentic items

"FAMOUS FIRST LADIES"
Five 15-minute scripts
The inside stories of five gracious women who accompanied their husbands to the White House

"RISE OF POLITICAL CAMPAIGNING"
One half-hour script
The cartoons, rally-songs, gimmicks and techniques of unusual political campaigns through the years

"THE PRESIDENTS SPEAK"
Seven five-minute scripts
Dramatic highlights of eventful speeches—based on actual recordings of the Presidents' voices

"FAMOUS CAMPAIGN SONGS"
Two half-hour TV scripts
Historically accurate account of the songs that influenced elections . . . for visual effect—a collection of the original sheet music

"CAVALCADE OF PRESIDENTS"
Two half-hour TV scripts
Intimate glimpses into the lives of our presidents . . . for visual effect—a collection of photographs, both formal and candid

"TIME SIGNALS—STATION BREAKS"
:10, :30; 1.00
"Vote as you please, but please vote" and a varity of other useful and timely announcements.

BMI's "Presidential Package" is available to all stations without charge—as a station and public service.

BROADCAST MUSIC INC.
589 Fifth Avenue, New York 17, N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

'Record' News Coverage Set for Demo Convention

THE Democratic National Convention, which opens Aug. 13 in Chicago, will have the largest, on-the-spot, concentrated news coverage of any event ever held anywhere in the world, J. Leonard Reinsch, assistant to the chairman of the national committee, said last week. Mr. Reinsch, who will manage the 1956 convention, is managing director of the Cox radio-tv properties (WSB-AM-TV Atlanta, others).

MR. REINSCH

He said nearly 4,000 newsmen from radio-tv, newspapers and magazines will be on hand to cover the nominating convention. "Because of the untiring ingenuity of America's vast corps of television and radio people, its newspapermen and its magazine writers, every citizen in this country and throughout the world, will have a convention-side seat during every minute of this history-making meeting," Mr. Reinsch said.

Mr. Reinsch made his statement in the first of a series of progress reports on arrangements to be issued by the committee each Thursday for Sunday release until convention time.

New Election Shows Planned

TWO supplementary 1956 election year programs will make their debut on ABC this month. First to take the air (July 1) on ABC Radio was *Listening Post* (7:35-8 p.m. EDT), a series of reports on crucial issues of the forthcoming campaigns by staff members of ABC News and *Newsweek* magazine. The program will be on each Sunday until the eve of the Democratic convention, Aug. 13. The other, *Campaign Roundup,* scheduled to start July 15 (Sundays, 4-4:30 p.m., ABC-TV), also will feature combined reports from ABC and *Newsweek.* The latter will be represented by Malcolm Muir, chairman of the editorial board, Washington bureau head Ernest K. Lindley and senior staff members Harold Lavine and Kenneth Crawford, among others.

New Political Spot Available

A TWENTY-SECOND spot announcement that ties in with the upcoming political conventions has been produced by J. Armstrong & Co., New York and already has been sold to a group of advertisers for showing in their distribution areas.

The animated commercial is set to go on the air the end of this month for sponsors including Standard Brewing Co., Cleveland; Regal Beer, Miami; Highland Dairy Co., Springfield, Mo., and E & B Brewing Co., Detroit, and is available to other advertisers in their markets. The commercial features a typical campaign orator and two dignitaries seated in the background. As the orator "takes a bow," the dignitaries slyly raise a banner showing the sponsor's product. This happens several times, permitting the sponsor to use different messages and product shots.

TRADE ASSNS.

NARTB Board Committee To Study Public Relations

A SPECIAL NARTB board committee has been named by President Harold E. Fellows to study the association's public relations activities. The idea developed at NARTB's recent board meeting when directors considered ways of meeting concentrated attacks on the broadcasting industry.

The committee will meet July 25 at NARTB Washington headquarters. Members are John M. Outler, WSB Atlanta, Radio Board chairman; Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board chairman; Arthur Hull Hayes, CBS Radio; William D. Pabst, KFRC San Francisco; Ernest Lee Jahncke Jr., ABC, and John E. Fetzer, WKZO-TV Kalamazoo, Mich. Mr. Fellows will serve on the committee.

RAB's Management Meetings Scheduled to Begin Aug. 16

RADIO Advertising Bureau, which plans to launch a series of experimental two-day management conferences of its key executives and stations' general and sales managers next month, last week set Aug. 16th as the kickoff date.

The meetings, which will touch on all promotional, programming and sales aspects of station management, will be addressed by RAB President Kevin A. Sweeney, Promotion Vice President Sherril Taylor, General Manager and Vice President John F. Hardesty and Station Services Director Arch L. Madsen.

The four conferences, attendance at which will be limited to about 50 station executives per locale, will be held as follows: Aug. 16-17, western conference, Palo Alto, Calif.; Sept. 6-7, midwestern conference, French Lick, Ind.; Sept. 10-11, southern conference, Biloxi, Miss. and Sept. 13-14, northeastern conference, Skytop, Pa.

RAB 'Sales Blitz Team' Concentrates on Chicago

RADIO ADVERTISING BUREAU'S "sales blitz team" moves into Chicago today (Monday) to demonstrate radio's potency to leading advertisers there. More than 45 presentations are to be made by a group of RAB sales executives, headed by President Kevin A. Sweeney and consisting of Vice President Sherril Taylor, Station Service Director Arch L. Madsen and National Account Executive Jerry Danford.

The Chicago presentation is the second in a series of three designed to supplement RAB's list of national accounts with regional and local advertisers. First leg of the summer-long drive was in Boston two weeks ago, where after 10 advertising agency meetings, department store presentations and retail drug chain sales talks, Vice President Jack Hardesty created "at least" 12 new radio campaigns.

Carl R. Kesler Dies; Former SDX President

FUNERAL SERVICES were held Thursday in Oak Park, Ill., for Carl R. Kesler, 58, editorial writer for the *Chicago Daily News* and former president (1949-50) of Sigma Delta Chi, national professional journalism fraternity. He was stricken with a heart attack at his desk Monday. Mr. Kesler is survived by his wife, Susan; a daughter, Mrs. Jo Ann Brooks; a son, Peter, and two brothers.

MANUFACTURING

MAY RECEIVER SALES TOP APRIL'S TOTAL

Radio-Electronics-Tv Mfrs. Assn. report says radio sales total 566,357 in latter month and tv sales add up to 392,080.

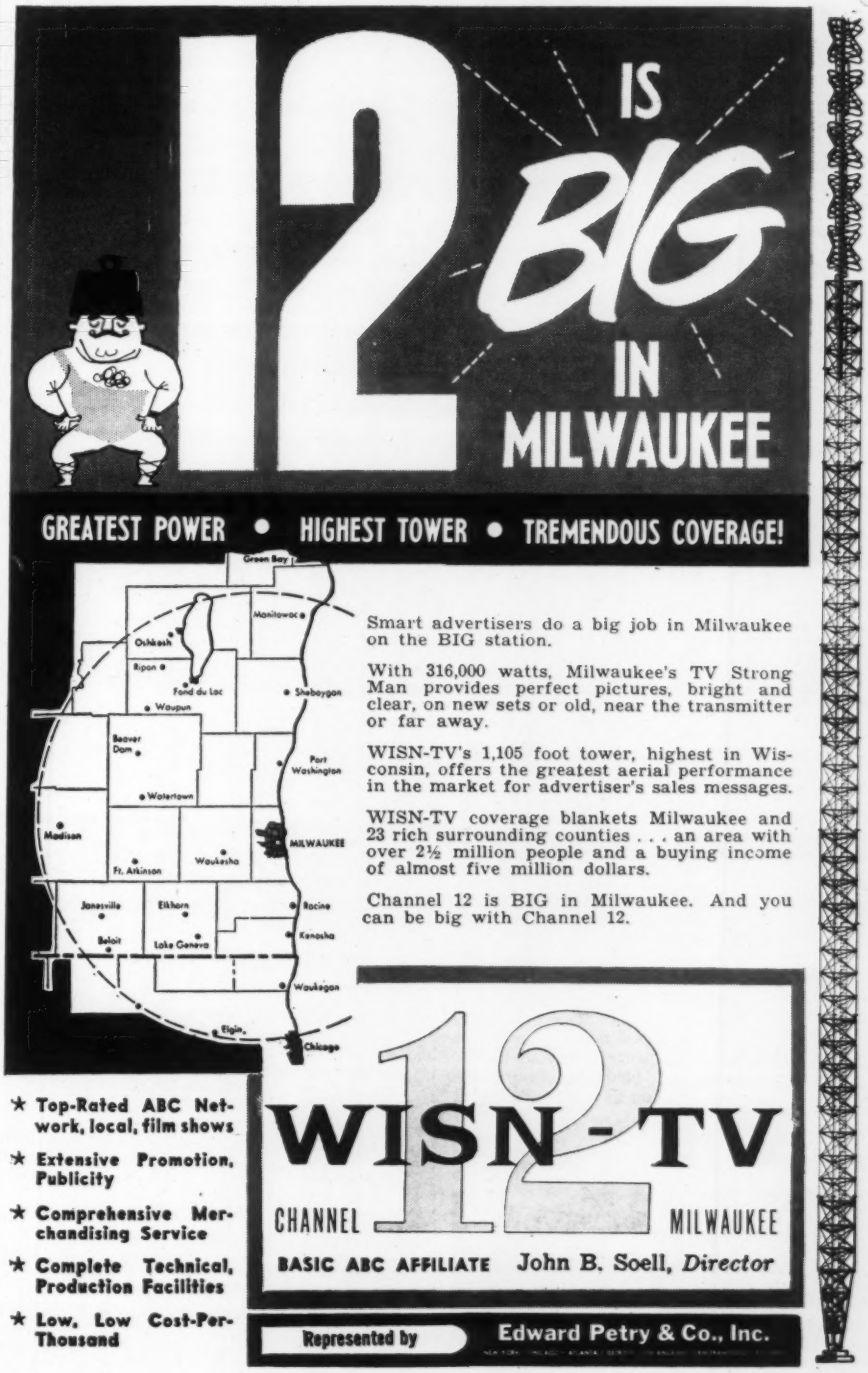
SALES of radio and tv receivers at retail stores during May exceeded the April figures, according to Radio-Electronics-Tv Mfrs. Assn. Radio sales totaled 566,357 sets in May (figures do not include auto sets, which seldom are sold at stores) compared to 471,193 in April and 398,449 in May 1955. Tv sales totaled 392,080 sets in May, 347,630 in April and 416,908 in May 1955.

Retail radio sales in the first five months of 1956 totaled 2,551,272 sets compared to 2,007,631 in the same 1955 period. Tv sales totaled 2,428,888 compared to 2,772,648 a year ago.

Radio production by factories totaled 1,060,165 sets in May (282,611 of them were auto sets) compared to 992,982 in April and 1,114,035 in May 1955. Tv production totaled 467,913 in May, 549,632 in April and 467,394 in May 1955.

Five-month radio production totaled 5,585,390 sets compared to 5,853,954 in the 1955 period. Tv production for the five-month period totaled 2,862,177 sets compared to 3,238,820 in the 1955 period.

Of the 467,913 tv sets produced in May,


12 IS BIG IN MILWAUKEE
GREATEST POWER • HIGHEST TOWER • TREMENDOUS COVERAGE!
Green Bay
Manitowoc
Oshkosh
Ripon
Fond du Lac
Sheboygan
Waupun
Beaver Dam
Port Washington
Watertown
Madison
MILWAUKEE
Ft. Atkinson
Waukesha
Janesville
Elkhorn
Racine
Beloit
Lake Geneva
Kenosha
Waukegan
Elgin
Chicago
Smart advertisers do a big job in Milwaukee on the BIG station.
With 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, near the transmitter or far away.
WISN-TV's 1,105 foot tower, highest in Wisconsin, offers the greatest aerial performance in the market for advertiser's sales messages.
WISN-TV coverage blankets Milwaukee and 23 rich surrounding counties . . . an area with over 2½ million people and a buying income of almost five million dollars.
Channel 12 is BIG in Milwaukee. And you can be big with Channel 12.
★ Top-Rated ABC Network, local, film shows
★ Extensive Promotion, Publicity
★ Comprehensive Merchandising Service
★ Complete Technical, Production Facilities
★ Low, Low Cost-Per-Thousand
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE John B. Soell, Director
Represented by Edward Petry & Co., Inc.

MACHLETT ML-892R — 5kW AM Broadcast Triode

A standard replacement tube of excellent life characteristics. The Machlett ML-982R employs sturdy kovar-metal for all metal-to-glass seals.

MACHLETT ML-5541 — 5kW AM Broadcast Triode 10kW FM Broadcast Triode

A recent design type employing a thoriated-tungsten stress-free filament. Long life operation under difficult conditions is assured by the ML-5541.

MACHLETT ML-6423 — 5-10kW Coaxial Terminal Broadcast Triode

A modern design type employing thoriated-tungsten stress-free filament. Rugged coaxial terminals and quick final seal-in construction assure trouble-free operation. For new equipments and for conversion from type 892R. Full ratings to 30mc. Weight: Only 15 lbs.

MACHLETT ML-5681 — 35kW TV . . Channels 2 to 6 50kW AM

High Power AM and H.F. Communications. A modern design type similar to ML-6423 above. ML-5681 employs an integral anode water jacket for cooling. Employs very long life thoriated-tungsten filament.

MACHLETT ML-298A — 50kW AM Broadcast Triode

A standard replacement tube of excellent quality. For high power AM broadcast.

MACHLETT "X-RAY CHECKED" ELECTRON TUBES... *quickly available* via Graybar

Carefully-controlled production methods (including X-raying *after* assembly to check spacing and alignment of elements) is your assurance of stable, long term Machlett tube performance. The units shown are typical tubes from the complete Machlett line which you can receive quickly and conveniently via Graybar. For tubes or any other Broadcast need, make it a point to call Graybar first. Your nearby Graybar Broadcast Representative will be happy to provide complete price information as well as technical service and assistance.

EVERYTHING ELECTRICAL via GraybaR TO KEEP YOU ON THE AIR

Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.
OFFICES AND WAREHOUSES IN 120 PRINCIPAL CITIES

58,116 had uhf tuning facilities and 773 had fm tuning circuits.

Following are radio and tv set production data for May and the first five months of 1956:

	Television	Automobile Radio	Total Radio
Jan.	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
March	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
TOTAL	2,862,177	2,017,395	5,585,390

FCC Action Would Bring $250 Color Sets—Griffin

A MANAGEMENT consultant said in New York last week that should the FCC change color telecasting standards—placing color in a broader band—along with its projected shift from vhf to uhf in television, the public will be able to buy color sets under $250.

The prediction was made by Dana A. Griffin, senior consultant with John Diebold & Assoc., a management consulting firm which specializes in office and factory automation. He formerly was president of Communications Measurement Lab.

Mr. Griffin advocates a "fold-in" allocation which would permit the same number of station assignments now contemplated by FCC but would increase individual channel width from six to eight mc. The use of an 8-mc channel, according to Mr. Griffin, "would make it possible to eliminate the sampling techniques now needed for color television broadcasting which were forced upon the industry by the FCC requirement that color telecasting be contained in the same channel width as black-and-white."

These techniques, which are used to save band width in color telecasting, materially increase the amount of apparatus required in each receiver and also raise the costs of the color picture tube which in turn, raise both the initial cost and servicing charges of the color set, noted Mr. Griffin.

RCA Releases Details Of New Orthicon Tubes

RCA is releasing today (Monday) details on two image orthicon television camera tubes, which use a 750-mesh screen and "noticeably improve" television picture quality. The new tubes are the RCA-5820 for black-and-white and the RCA-6474 for three-tube color cameras.

Lee F. Holleran, general marketing manager of the RCA tube division, revealed that the new tubes are being "quantity produced." He noted that this 750-mesh screen replaces the 500-mesh screen heretofore standard in both tube types and added:

"The 750 mesh eliminates all traces of bothersome moire patterns. Although mesh up to 1,000 lines has been produced by RCA, requirements of the present 525-line television system are exceeded with camera tubes employing the new 750 mesh. Laboratory and field tests have shown that mesh of 750 lines per inch is more than adequate."

Mr. Holleran explained that RCA achieved the 750-mesh screen by developing its own mesh-making techniques and equipment. Included in the work, he said, was the design of "an amazingly accurate ruling engine to produce the master matrices from which the gossamer-like screen can be produced in quantity."

COLOR TV BUYS UP, SYLVANIA REPORTS

Public bought 40,000 sets in second quarter this year, only 1,000 in first quarter of 1955. Current total: 110,000. Portable models also on rise.

PUBLIC PURCHASE of color tv sets has accelerated rapidly during the past 18 months, according to estimates made by the market research department of Sylvania Electric Products as part of its annual estimate of set production and sale by screen size, released last week.

In the first quarter of 1955, according to Sylvania estimates, about 1,000 color receivers were sold by tv dealers to the public. Second quarter sales totaled 2,000 color sets; third quarter, 10,000; fourth quarter, 22,000; first quarter of 1956, 30,000, and the second quarter of this year, 40,000. From an estimated 6,000 color sets in U. S. homes as of March 31, 1955, Sylvania puts the present total at 110,000.

The growing popularity of portable tv receivers is reflected in Sylvania's screen-size data, which show sales to the public of sets with screens of 15 inches or smaller rising from an estimated 6,000 in the first quarter of last year to 154,000 in the fourth quarter, easing off to 95,000 in the post-Christmas first quarter of 1956 and rising to 110,000 in the second quarter of this year. Sets with screens of 19 and 21 inches were consistently the best sellers, topping all others in all periods and accounting for about 70% of all set sales.

Size of Receivers

Of the 35,550,000 tv receivers Sylvania estimates are in use in American homes today, 53.2% are reported in the 19-21-inch screen size category; 31.6% with screens of 16-18 inches; 11.3% with screens of 15 inches or smaller; 3.6% with screens of 22 inches or larger, and 0.2% color receivers.

Sylvania's calculations, according to F. W. Mansfield, director of marketing research, "result from a study of cumulated sales to the public as reported by RETMA and an estimate of sets scrapped by screen size based on assumptions we make on the scrapping rate of sets broken down into age groups. . . . We have industry data accurately only through April. . . . I am sure you will understand, under the circumstances, that our figures for the second quarter are estimates."

Schools, Stations Order Sarkes Tarzian Equipment

SARKES TARZIAN Inc., Bloomington, Ind., announces shipment of the following equipment: Vidicon film chain to KAVE-TV Carlsbad, N. M.; studio packages to U. of North Dakota, Grand Forks, and KDIX-TV Dickinson, N. D.; Vidicon film chain and dual slide projector to U. of Iowa, Iowa City.

Also 100-slide automatic slide projectors to KVIP (TV) Redding, Calif.; KCKT (TV) Great Bend, Kan.; WBAL-TV Baltimore; KSWM-TV Joplin, Mo.; KLRJ-TV Las Vegas, Nev.; WDAY-TV Fargo, N. D.; WKBN-TV Youngstown, Ohio; WLAC-TV Nashville, Tenn.; WTAR-TV Norfolk, Va.; KEYT (TV) Santa Barbara, Calif.; KSL-TV Salt Lake City; microwave relay equipment to KBET-TV Sacramento, Calif., and KZTV (TV) Reno, Nev.

Color Log Jam Vulnerable, Johnson Tells Admiral Meet

PREDICTIONS of a substantial sales boost in color television sets by fall and that the "color log jam definitely is going to be broken" were voiced June 29 by W. C. Johnson, sales vice president of Admiral Corp., at its international distributors meeting in Chicago. He cited lower prices and more and better programs but claimed "only a handful" of set-makers will be geared for production.

Admiral introduced a "complete line" of 21-inch color receivers, including table and console models, starting at $499.95, as disclosed last spring, and making firm competitive with RCA, General Electric and Motorola [B•T, June 25, April 23]. Models range from consolette (with two speakers) at $499.95 to high-fidelity console (with four speakers) priced at $799.95. Others include console at $699.95 and consolette with open-end list price. All incorporate RCA tube.

Mr. Johnson emphasized that Admiral is "fully organized for color." The company's production of 10-inch portable monochrome sets has reached 2,500 daily, looking toward a goal of 5,000 by August, he stated, with shipments of all receivers for the first half of 1956 running 12% ahead of similar period last year.

Admiral has added 14- and 17-inch portable models to its 1957 line and claimed a reduction of $20 on its 21-inch table models (now $149.95) because of automation and printed circuit processes. Included with 14- and 17-inch "personal" sets is a one-year over-the-counter parts and labor service policy at $14.95 and $16.95, respectively.

European Technological Ideas To Be Studied by Americans

A PROGRAM for the exchange of European technological information under a plan sponsored by the Armour Research Foundation has drawn the support of 18 non-competing companies, it was announced last week.

Armour will set up a European listening post this month at its headquarters in the Hague, Netherlands, and maintain five engineers as observers in the fields of mechanical, electrical (electronics, radio-tv phonograph, other activities), metallurgy, chemical engineering and chemical production. They will report on ideas and techniques of potential value to sponsoring companies in strengthening their competitive American positions. The program is known as the European Technological Observation Group plan. Herbert B. Gausebeck, manager of European operations for Armour, stressed observers will "transmit only freely available information."

Among companies taking advantage of the service are Warwick Mfg. Corp., Chicago; Texas Instruments Inc., Dallas; Amphenol Electronics Corp., Chicago; Quaker Oats Co., Chicago; and Louis Allis Co., Milwaukee.

Olympic Radio-Tv Purchases Presto Tape Recording Firm

ACQUISITION of Presto Recording Corp. (tape recording, discs and playback equipment), Paramus, N. J., was announced last week by Olympic Radio & Television Inc., New York. Purchase price of Presto was undisclosed.

Presto's purchase represents the second this year for Olympic, which several months ago purchased the David Bogen Co., New York, manufacturer of hi-fidelity equipment. As in Bogen's case, Presto will become a wholly-owned Olympic subsidiary. No management changes are contemplated at this time.

Cut Your Summer Costs

as simply as

Alphabetical and Classified Catalog
OVER 5000 SELECTIONS AT YOUR FINGERTIPS

Bridges, Moods and Themes
OVER 8500 IN MORE THAN 1400 CATEGORIES

Commercial Script Shows
HUNDREDS OF NETWORK CALIBRE SHOWS
with

THE SESAC TRANSCRIBED LIBRARY
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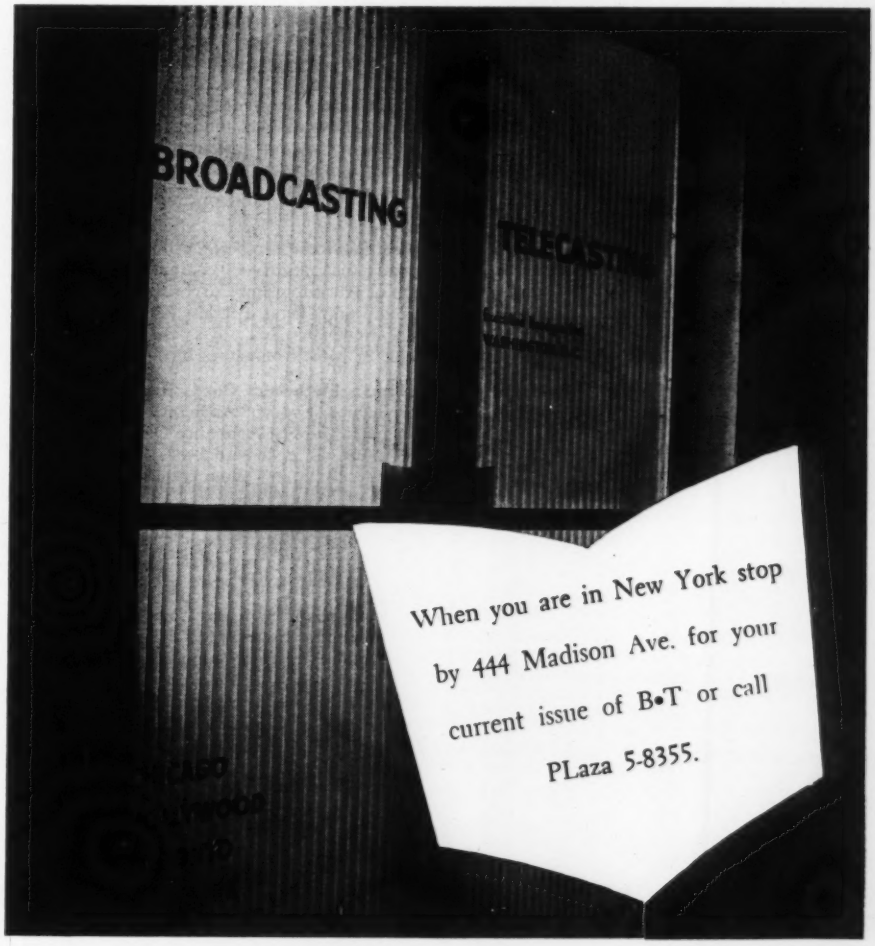

To: AGENCY MEN WHO AREN'T AFRAID TO STICK THEIR NECKS OUT . . . WHEN THE FACTS ARE ON YOUR SIDE

In the leisurely pace of this thriving southern city they tell us part of an agency man's responsibility to his client is to keep abreast of local changes . . . to spot a "Comer" when a new one comes striding by.

In Roanoke this new "Comer" is WROV, moving up this past year to #2 Spot, morning, afternoon and night! How come? Top area personalities, compelling local promotions and remarkable sales results.

While all other stations lost audience, WROV alone increased its listeners, morning, afternoon and night! Not little increases, either. When you can give your client 66% MORE AUDIENCE than you did last year, (that's what happened in the afternoon) . . . 40% MORE AUDIENCE at night, brother, you've got a Winner!

Maybe your client can't measure RESULTS as directly as the more than 100 local accounts who hire WROV Personalities to sell for them; but you're not sticking your neck out far when you join General Motors Acceptance Corp., St. Josephs Aspirin, Tetley Tea, Phillips 66, Mrs. Filberts, Bireleys, Shell, Stanback, Clapps, Schlitz and Budweiser!

Move your client closer to the listeners . . . to WROV Roanoke's only fulltime Music-News-and-Sports station. The price is right: Check SRDA for Best Buy Packages!

Represented by
BURN-SMITH CO., INC.

1240 ON YOUR DIAL

Ad MAN'S BEST FRIEND

WROV

Burt Levine, Pres.

ROANOKE, VIRGINIA

MANUFACTURING

MANUFACTURING PEOPLE

Aldon M. Asherman, formerly assistant advertising manager, industrial chemical division, American Cyanamid Co., N. Y., appointed advertising manager for four product divisions of Sylvania Electric Products Inc., N. Y., assigned to parts, tungsten & chemical, atomic energy and electronics systems divisions.

William O. Hoverman, western district sales manager, General Electric, electric semiconductor products dept., Syracuse, N. Y., named sales manager of department.

Claude Turner Jr. to L. A. sales office of Gates Radio Co., Quincy, Ill. **London T. England** to Houston, Tex., sales branch.

Stanley S. Sievers, industrial electronics sales engineer, Dunlap Radio Supply, Sacramento, Calif., to Kay Lab, San Diego, Calif., electronics and tv equipment manufacturer, as television field engineer.

MANUFACTURING SHORTS

Standard Electronics Corp., Newark, N. J., subsidiary of Dynamics Corp. of America, announces order for 25 kw vhf transmitter from KSWS-TV Roswell, N. M., and 5 kw vhf transmitter converted to air-cooled operation from KILT (TV) El Paso, Tex.

Sylvania Electric Products Inc., N. Y., has announced completion of 50,000-sq. ft. addition to its television picture tube factory in Fullerton, Calif., doubling the size of plant. More than 50 types of tv picture tubes and cathode ray tubes are maufactured at Fullerton plant, which serves as a supply center for Southern California.

Allen B. DuMont Labs reports shipment by air of El Salvador's first complete tv transmitting equipment. Station, country's first tv outlet, will operate on ch. 6 as YSEB-TV. It is owned by Television Salvadorana, S. A., at San Salvador. DuMont also announces it has shipped equipment for conversion of multiscanner to enable station to originate color film and color slides to WABT (TV) Birmingham, Ala. (ch. 13).

Altec Service Corp., N. Y., manufacturer of sound and electronic equipment and parent firm of Altec Lansing Corp. (high-fidelity speakers and amplifiers), Peerless Electrical Products and Newpaths Inc., has changed corporate name to Altec Companies Inc.

Hoffman Electronics Corp., Radio Div., L. A., has named Crouch Appliance Co., El Paso, Tex., and Midwest Appliance Distributors Corp., St. Louis, as distributors of Hoffman tv and radio receivers and phonographs.

Spartan Div. of Magnavox Co., Fort Wayne, Ind., has appointed H. C. Poad Corp. as district merchandiser for N. Y. territory covering Syracuse and Buffalo areas.

RCA, Camden, N. J., has shipped three 3-vidicon color film cameras to CBS in Los Angeles; live studio camera equipment to KOMO-TV Seattle (ch. 4); 12-section superturnstile antenna to WBIR-TV Knoxville, Tenn. (ch. 10), and 50 kw amplifier to WIBW-TV Topeka, Kan. (ch. 13).

Nems-Clarke Inc., Silver Spring, Md., electronic manufacturer, reports new business for first six months of 1956 30% ahead of corresponding 1955 period. Considerable portion consists of orders for company's proprietary line of telemetering receivers for use in guided missile and satellite operations.

INTERNATIONAL

Commercial Television Big Topic in Germany

SPECULATION on how commercial television programs in Germany will look is running high now with only a few weeks until the start of commercial television at Bavarian Radio, Munich quasi-official station.

Latest version of the coming Bavarian formula is that a segment out of the otherwise non-commercial schedule will be set aside for commercial operation. This bloc, it is said, will be divided into 20-minute segments that will be sponsored by advertisers. To each of the 20-minute segments a six-minute reservation for commercials would be set aside. One commercial minute would cost the Deutschmark equivalent of about $980.

In addition to Bavarian Radio, at least two more quasi-official radio and television organizations in West Germany are contemplating early introduction of commercial segments into the otherwise non-commercial television program schedule. Hesse Radio in Frankfurt contemplates 30 minutes of commercial programs a day, hopes to have facilities ready for commercial broadcasting by May, 1957. The station plans to use the revenue from the commercial operations for improving radio programs of the organization since financing for the television operations have come from radio set license fees.

Dr. Fitz Eberhard, of South German Radio, declared that his organization is against commercial tv "in principle" but that after two other German organizations (Bavarian and Hesse radio) decided to enter commercial tv, South German has no choice but to follow the trend.

European Union Bans Actors From Eurovision Appearances

FIA, international labor union of European actors, musicians and artists, decided at a Brussels meeting not to allow members to participate in future Eurovision hookups or in programs exchanged between European stations and to be aired under the Eurovision label. Controversy is over the level of pay for Eurovision programs. As European stations have adopted the Eurovision scheme mainly for financial reasons, unions claim that members working for normal local wages and fees, in fact, pay the bill.

IRCC Assembly to Convene Aug. 9 in Warsaw, Poland

APPROXIMATELY 500 radio communications experts from various parts of the world will convene in Warsaw, Poland, Aug. 9 for the 8th Plenary Assembly of the International Radio Consultative Committee. Fourteen study groups will examine technical problems and operations. The meeting will continue through Sept. 13.

The IRCC, with headquarters in Geneva, was founded in Washington, D. C., in 1927 and is a permanent adjunct of the International Telecommunication Union.

More Tv Sets Than Radios

REPORT from England is that there are now more tv sets in the London area than radios. Licenses (all sets are required to be licensed) at end of May were: tv, 1,315,921; radio, 1,

Caldwell Buys Film Studio

S. W. CALDWELL Ltd., Toronto, Ont., distributor of film, transcription and tv equipment and producer of tv commercials, has purchased, for approximately $150,000, the Lakeshore studios of Batten Films Ltd., Toronto. The property includes a major studio 75 by 50 feet and a sound recording studio. No plans have been announced yet as to what production use Caldwell will make of the new property. Batten Films Ltd., a subsidiary of Rapid Grip & Batten Ltd., engravers, was formed as motion picture division last year. The parent company has decided to go out of the motion picture field.

INTERNATIONAL PEOPLE

Benedict G. Viccari, public relations officer of Turnbull Elevator Co. Ltd., Hamilton, Ont., to public relations manager of General Foods Ltd., Toronto.

Steve Douglas, former Washington sportscaster, originating daily quarter-hour sports program on CBC tv network from CBLT (TV) Toronto.

Don Mann, CJDC Dawson Creek, B. C., and **Gray Niven,** newscaster, to news and sports department of CHCT-TV Calgary, Alta. **Bob Charman,** production manager, CJOC Lethbridge, Alta., and **Andy Lee,** announcer, CJOC, to CHCT-TV announcer staff.

INTERNATIONAL SHORTS

Thomas Supply & Equipment Co., Ottawa, Ont. (Revlon products), to sponsor *The $64,000 Question* on number of Canadian tv stations in areas where U. S. outlets carrying program cannot be received. Agency is Harold F. Stanfield Ltd., Montreal, Que.

Ontario Safety League, Toronto, presented 18 radio and television stations with safety awards for public safety campaigning during past year. Winners were CBL and CBLT (TV) Toronto, CFOR Orillia, CHML and CHCH-TV Hamilton, CHOK Sarnia, CHUM, CJBC, CKFH and CKEY Toronto, CJET Smith Falls, CJOY Guelph, CKOC Hamilton, CKOX Woodstock, CKSO-AM-TV Sudbury, CFPL-TV London and CKCO-TV Kitchener.

McCann-Erickson Ltd., agency with Canadian offices at Toronto, Ont., and Montreal, Que., to open branches at Vancouver, B.C., and Winnipeg, Man. Vancouver office is to be put in operation this summer and Winnipeg office before year-end.

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SLANDER
PIRACY
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Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

AWARDS

Westinghouse, CBS Win 1956 School Bells Awards

WESTINGHOUSE BROADCASTING Co. and CBS Inc. last week were presented with the 1956 School Bells Awards for distinguished service to education by communications media. The awards, given annually by the National School Public Relations Assn., were presented at a general session of the 94th annual meeting of the National Education Assn. in Portland, Ore.

Westinghouse was cited for its coverage and interpretation of the White House Conference on Education by its radio and television stations. CBS was singled out for its "Ballots at Bear Creek" tv program, carried on *See It Now*, last Nov. 27, which examined the problems of teachers and school shortages in the U. S.

NARTB Announces Contest For Radio Standards Symbol

A CONTEST among staff personnel of NARTB member stations to obtain audible and visual symbols for the Radio Standards of Practice was announced last Thursday by John F. Meagher, radio vice president of the association. The idea was proposed at the recent NARTB board meeting by Edward A. Wheeler, WEAW Evanston, Ill.

NARTB's standards of practice committee will pick the symbols after reviewing ideas offered by station personnel. A transistor portable radio will be awarded the contest winner.

The association, desiring a radio counterpart of the tv code seal, has been working on the symbol idea for some time. While the radio standards lack any penal device, it is felt a symbol will be effective in promoting the standards and in calling public attention to individual station subscribers.

Mr. Meagher said the committee "is looking for a sound or sequence of sounds to precede, background or follow a special identification announcement." This would not exceed 10 seconds. A visual symbol will be used on letterheads, statements, advertisements and other station material.

AWARD SHORTS

Mrs. Helen S. Duhamel, president of KOTA-TV Rapid City, S. D., received flag set from S.D. State Dept. of American Legion for station's support of Legion's "Back to God" program.

John S. Hayes, president, WTOP-AM-FM-TV Washington, received Navy Recruiting Service certificate of appreciation for national newspaper recruiting ad prepared by WTOP as public service. Navy is distributing WTOP art nationally for use by local firms.

Careers Unlimited for Women, public service agency organized by Marjorie King, hostess of daily show on KNBC San Francisco, commended in resolution by city and county board of supervisors.

Thomas P. Finnerty, graduate of St. Peters College, Jersey City, N. J.; **Harris R. Sherline,** student at Los Angeles State College, and **Johanna Kerr** of U. of Maryland were winners of major prizes consisting of $1,000 scholarship, Motorola color-tv set and complete fall wardrobe in national college brand retailing contest sponsored by Brand Names Foundation Inc.

Ray R. Simpson, electronic pioneer and founder of Simpson Electric Co. (electronic instruments), Chicago, honored by sales representatives of firm with plaque for 50 years' service in field.

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS

AWARDS

NBC-TV's *Home* cited with first award ever given network tv program by American Baptist Convention for sensitivity to "need for an understanding of human relations . . . including telling examples of practical Christianity."

WCBS-TV New York, which used its local programming schedule May 20-26 to boost city's Police Athletic League, cited by PAL for "outstanding service" to league's efforts to promote wholesome recreation for boys and girls.

Jack Webb, producer-star of *Dragnet* on NBC Radio and NBC-TV and syndicated *Badge 13* series, cited by L. A. Board of Police Commissioners for "honor and prestige" lent city's Police Department in past seven years program has been on radio and television.

Norman Barry newscaster, WMAQ Chicago, presented award by 13th District of Order of Ahepa (Greek fraternity), citing his morning show as "Radio News Program of 1955."

Louis E. Caster, president of WREX-TV Rockford, Ill., received award from Rockford Commission on Human Relations for contributions to local social causes, efforts on public education through television and adoption of group hospitalization plans for employes in his various business enterprises.

KDKA Pittsburgh, Pa., given citation of merit by Muscular Dystrophy Assns. of America for "distinguished service" in search to find cure and in giving comfort to muscular dystrophy patients.

Bernard R. Buck, program manager, WNYC-AM-TV New York, awarded Fulbright Grant for coming year to study Radio-Televisione Italiana in Perugia and Rome.

KMON Great Falls, Mont., and **Mel Hallock,** moderator of *Breakfast at the Rainbow,* cited by Mont. Dept. of Veterans of Foreign Wars for cooperation in publicizing VFW Week and Loyalty Day.

WNAC-TV Boston received certificate of appreciation from American National Red Cross for *The River of Life,* special film show about blood donor program. Red Cross is distributing WNAC-TV film nationally.

Ben Strouse, president of WWDC Washington, presented with Order of the Red Feather for work as publicity chairman of local 1955-56 Community Chest Federation campaign.

Nelson King, disc jockey, WCKY Cincinnati, and president of Country Music Disc Jockeys Assn., named Honorary Ozark Hillbilly by Mayor Warren Turner of Springfield, Mo., during association convention there.

EDUCATION

Study Shows Commercial Use Of Educational Radio Shows

A STUDY conducted by the National Assn. of Educational Broadcasters indicates a substantial number of educational radio stations supply commercial radio outlets with programming material.

In a bulletin issued by the NAEB research committee in June, incorporating the results of the study, the number of stations and production centers reporting the use of their programs on commercial outlets was placed at 63. The study showed the large majority of programs sent out by institutions were program series, rather than single shows. Total number of programs sent out each week by NAEB active members (operate radio stations) and associate members (produce programs) was reported at more than 800.

Active members responding to the study, consisting of 55 institutions, sent out 21,795 programs in 1955 and associate members (24 institutions) distributed 7,423 programs last year. The study commented that this "reflects considerable cooperation by commercial stations and indicates a considerable and increasing willingness to schedule programs from educational stations and production centers."

The main method of program distribution was tape recording, the study showed, with the cost of providing tape service to commercial stations borne in most instances by the members providing the service. In general, sponsorship of programs sent out by educational institutions is prohibited, except for sports broadcasts, the study revealed.

Catholic Use of Radio-Tv Analyzed in New Survey

RESULT of a survey released last week showed that although Catholic broadcasting in both radio and television is on the increase, there still remain "as yet unrealized opportunities for Catholic broadcasting on the local level."

The survey, conducted by The Rev. Timothy J. Flynn, director of radio and television communications for the Archdiocese of New York, was undertaken to determine the extent and complexion of Catholic broadcasting in the U.S. Replies were received from 1,520 am radio stations out of a total of 2,647 queried and from 263 tv stations of a total 437 in the U.S.

Among the conclusions reached by the survey: the Catholic Church has not approached radio and tv "with the same creativeness and clearly recognizable sense of purpose with which it has approached the Catholic press"; the greatest need in Catholic telecasting is in the area of syndicated film programs . . . and at the present time there are "extremely few" Catholic films being made for tv in the U.S.; television station managers prefer network or syndicated programs "because of the greater proficiency found in these programs"; in radio the preference is for local originations, although "the vast majority" of programs actually carried are syndicated ones; Catholic radio programming shows "a surprising vitality in spite of the spectacular growth of television."

Educational Center Plans Series on World Problems

A $41,000 contract for a new 26-week series of programs, to be produced by the Chicago Council on Foreign Relations and WTTW (TV) that city and to be financed and distributed by the Educational Television & Radio Center, Ann Arbor, Mich., has been announced.

The series, titled *America Looks Abroad,* will be kinescoped by the non-commercial, educational station in the Museum of Science & Industry and made available to over 20 stations throughout the country. The program will deal with controversial world problems and features Carter Davidson, executive director of the council. It will be patterned after the council's weekly *World Spotlight* on WTTW.

Campaign Designed to Improve Presentation of Scientists

NATIONAL Education in Science Foundation, Beverly Hills, Calif., will conduct an intensive campaign in radio, tv and movies to have scientists presented in a more favorable light, it was announced last week.

Theory behind the campaign is that more youngsters will be inspired to study science, which eventually would end the shortage of persons in this field.

Dr. Lee de Forest, internationally-known scientist often referred to as the "father of radio," is honorary national chairman of the board of governors of the foundation.

ETRC to Distribute Series

A SERIES on juvenile delinquency conducted by Sheriff Joseph D. Lohman of Cook County (Ill.) has been selected for distribution by the Educational Television & Radio Center, Ann Arbor, Mich., under contracts signed in Chicago last week. The program, *Searchlights on Delinquency,* is a weekly live tv series on WTTW (TV) Chicago, non-commercial, educational station, and is slated for national distribution to all educational tv outlets. The property is the second produced by WTTW to be earmarked for national ETRC distribution in the past fortnight (see foregoing story).

EDUCATION PEOPLE

Donald E. Schein, associate producer, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y., to executive producer, succeeding **Angela McDermott,** resigned. **Thomas J. Dolan Jr.,** account executive, WBRE-TV Wilkes-Barre, Pa., to council as associate producer.

EDUCATION SHORT

KSL Salt Lake City has presented two $100 awards to Miriam Barker and Neil Willey of U. of Utah.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

WHDH FOLLOWS FANS OUTDOORS

HOT weather is no problem to WHDH Boston in its campaign to promote listening to portable radio and, of course, to the station. On the air, the station is using its campaign slogan, "You CAN take it with you," via news, weather and sports programs as well as station breaks and time signals. Also covered under the promotion, supervised by Bill McGrath, WHDH's general manager, are the beaches in the station's area. Oversized beach balls, displaying WHDH's call letters and the portable slogan, have been distributed; human billboards are bathing beauties who display the information (tatooed by the sun) on their backs; the "WHDH Request Wagon" roams beach areas to relay to the station via auto telephone, beach patrons' music requests, and plastic encased portables have been installed at various swimming pools (sets play under water, too).

KPOP PROVES AUTO AUDIENCE

HOPES were high for increasing auto radio listenership to KPOP Los Angeles with the "lucky mileage" promotion created by Mike Gold Agency [B•T, June 18] but sponsor Cromwell Oil Co., didn't expect radio to be so potent. The agency says its promotion budget called for an expected 100 winners and 1,000 gallons of free gasoline in its first month on the air but response was so great nearly a full month's total was used in the first day. Lucky Mileage used the last three digits on a car's speedometer as qualifying for a free gas certificate, but rules had to be immediately changed to specify four digits to stabilize winners at about ten a day. Gold Agency is licensing Lucky Mileage in all markets with Cromwell Oil which is considering expansion of the radio campaign to San Francisco, Oakland, Calif.; Portland, Ore., and Seattle, Wash.

KRPL CLAIMS ENDURANCE RECORD

NEW claimant to the disc jockey endurance record is Jerry Lange of KRPL Moscow, Idaho, who stayed at the microphone 113 hours, a total of four and a half days, without sleep. Mr. Lange, 20, broadcast from a downtown store window, where crowds required police supervision to prevent traffic jamming. The station calculated a listenership increase of 37% during the marathon, with nearly double the number of regular listeners on the last night. The previous record was claimed by Jack DeLong of KUDU Ventura, Calif., with 112 hours.

"In Phoenix it's a nice trick to ride around the clock with KRIZ."

SYMBOL FOR SAFETY

MORE than 30,000 persons visited Seattle's Woodland Park Zoo in one day to welcome "Elmer," the baby African elephant obtained for the zoo by KING-AM-FM-TV of that city.

The animal was purchased and transported to Seattle from British East Africa with $4,000 raised by KING-AM-FM-TV during a 13-hour marathon broadcast April 28. The animal was bought not only as an addition to the zoo but also to provide a visual symbol for "Elmer the Safety Elephant" clubs being organized in Seattle schools. In these clubs, children are urged to learn six basic safety rules and to "never forget" them, the same as "Elmer" never forgets them.

Providing entertainment for the elephant's official welcome to Seattle were KING-TV performers Sheriff Tex and Stan Boreson and KING disc jockey Al Cummings.

STATIONS GET GOLF ANGLES

STATION promotion aids for the *Let's Go Golfing* film series currently are stressing the theme that, while sport is "sold at the country club level, it has mass appeal" at factories and offices with twilight leagues and tournaments. In a letter to stations, Alfred D. LeVine, U. S. distributor, suggests use of posters on factory bulletin boards, in company cafeterias, house organs, lounges, public links and driving ranges as tie-in with Byron Nelson golfing series. He also urges, in addition to standard promotion procedures, use of the "Don't Be a Golf Widow" theme as an advertising gimmick, showing women taking lessons under tutelage of PGA professionals. Also included for promotion is booklet, "Playing Lessons from Byron Nelson," designed as a traffic-getter for sponsors.

RAB TELLS ANOTHER SUCCESS

THE radio success story of Gland-O-Lac Co., Omaha, manufacturer of poultry medicine, has been put into a brochure by Radio Advertising Bureau. Titled *Farm Radio Is Big Medicine for Gland-O-Lac Livestock Remedies,* the booklet contains a speech before the National Radio Advertising Clinic by John H. Dow, vice president of Bozell & Jacobs Inc., Omaha, Gland-O-Lac's agency.

WJXN MAKES CIVIC OFFER

GETTING extra promotion mileage from its new mobile news unit is WJXN Jackson, Miss., which has put the car's public address equipment at the disposal of local fraternal and service organizations. The 1956 model station wagon, equipped with two-way radio for spot news coverage, has a fulltime news editor in charge 24 hours a day. Call letters and WJXN's "Colonel" trademark identify the vehicle.

DAILY 'SPORTORAMA' ON NBC

NEW NBC Radio Monday-Friday series of 10-minute sports capsules, *Sportorama* with Bill McCord, premiered last Monday at 5:45-5:55 p.m. EDT.

Here's LEADERSHIP!

ARB proves WILK-TV's Leadership in the rich Northeastern Pennsylvania market area. WILK-TV reaches 207,823 of the 241,154 TV sets in its primary coverage area, better than 86%!

Here are the facts, as reported in ARB's 15-county regional survey (March 25-31, 1956). The figures quoted are based on the top time period from 5 P. M. to 11 P. M.

FIRST PLACE QUARTER HOURS

WILK-TV . . . 71
Station "B" 65
Station "C" 32
Station "D" . . . . . 1 (tie)

TOP audience at LOW cost per thousand! GET THE FACTS!

1,000,000 WATTS
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

338,100 Families

with a net E.B.I. of $1,793,518,000, reside within WHBF's 25,500 sq. mile coverage area according to S. M. 1956 Survey of Buying Power. 98% own radios—80% have TV (TV Magazine).

CBS FOR THE QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

PERSONALITY SELLS

IN TEXTILE CAPITAL

On "Kitchen Klatter" . . . 9:35 to 10:00 A.M. Cousin Alma entertains the housewife. Alma is the 'long lost relative' type of individual. . . . and sometimes a little brash but very friendly.

Do the housewives like it??? You bet! Pulse 10 counties says FIRST over ALL stations. A hefty 20% of audience . . . May '56.

5000 WATTS

RADIO WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

Represented by RAMBEAU

The ONLY way you can really

REACH...

all of this rich Central Texas Market is with

It's the long reach that counts! Get over 158,126 TV Homes* with KTBC-TV and over $782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage, Sales Management, 1956

KTBC'S radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY 20 counties of Austin's Trade Area!

KTBC
CHANNEL 7
CBS • NBC • ABC
316 kw MAX.
CBS
590 kc RADIO
CBS
5,000 watts (LS)
AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

KMOX COUNTS 251,038 CARDS

WHAT if Everyone in Providence, R. I., Wrote to You? is the question asked in a promotion piece published by far-removed KMOX St. Louis which says that many people wrote the station during National Radio Week in May. To a promise of a radio-a-day given away by 10 local personalities, and announcements 13 times daily during Radio Week, KMOX listeners responded with 251,038 pieces of mail in seven days. Mail came from every county in the listening area, from 43 states, from Mexico and Canada, in Braille and in Chinese characters, the station says, amounting to a card mailed by someone every three seconds during Radio Week, or one post card mailed for every 14 persons in the basic service area.

ZIV STUDIES SUMMER SALES

A SALES study released by Ziv Television Programs reveals that the "average" Ziv tv film series in active syndication this summer is in 184 U. S. markets, is sold more to sponsors (52%) than to stations (48%) and has become part of at least five tv multi-market campaigns. Food products constitute the largest single client category, according to the study, accounting for more than 20% of Ziv's syndicated tv film sales. Other strong sponsor categories were said to be major oil companies, brewers, retailers and auto dealers. Ziv Programs included in the study: *I Led Three Lives, Man Called X, Highway Patrol, Science Fiction Theatre, Mr. District Attorney* and *Cisco Kid.*

WHO STATIONS DOCUMENT TRIP

CURIOSITY about Russia has kept Herb Plambeck, farm director of WHO-AM-FM-TV Des Moines, busy answering questions ever since his return from a fall trip behind the Iron Curtain with the U. S. Farm Exchange Group as the first U. S. farm broadcaster to report from the U. S. S. R. Acknowledging this interest, the WHO stations have published a 12-page booklet, *Report on Russia,* summing up Mr. Plambeck's air reports in word and picture. Back cover of the book carries promotional copy supporting the stations' claim to go "all the way in farm service."

SUMMER STAND-INS

STAFF SHORTAGES at KOTA-AM-TV Rapid City, S. D., caused by summer vacations are being met by the use of senior college students with broadcasting backgrounds.

Taking care of the shop duties of the KOTA-AM-TV continuity department is Sonja Stewart, an honor student at the University of South Dakota and recipient of the American Women in Radio and Television scholarship award this year.

Serving both in the news department of KOTA and on its announcing staff is Kent Slocum, also from the University of South Dakota and who has had approximately six years' experience in radio.

Alden Wilson, student at the South Dakota School of Mines and Technology, is a full time member of KOTA's engineering staff. During the summer he also fills in for KOTA's music director.

BENNETT MBS BOW MONDAY

PREMIERE of the new recorded MBS *Constance Bennett Show,* a Monday-Friday comment and interview series, is scheduled for July 16 at 12:15-12:30 p.m. EDT.

COLORFUL FALL ON DUMONT

WABD (TV) New York plans to emphasize color in its fall programming and already has acquired the *Judge Roy Bean* color series, it has been announced by Ted Cott, vice president of DuMont Broadcasting Corp. and general manager of its owned and operated stations. Mr. Cott said DuMont will continue to "look for superior shows with a keen eye toward color material."

SULLIVAN BUILDING DEDICATED

DEDICATION of the new Ed Sullivan recreation building at Camp Loyalton, Hunter, N. Y., was scheduled for yesterday (Sunday). The camp was established by various philanthropic organizations for New York's underprivileged children. Mr. Sullivan raised funds for the new building.

CBS ATLANTIC CITY SCORE

CBS News' *Campaign Cavalcade* serviced six different radio news programs, totaling 80 minutes of air time, with spot news and reports of interviews during its five-day stay in Atlantic City, covering the recent 48th annual Governor's Conference. CBS newsman Blair Clark reported on CBS Radio's *News of America* on June 26, direct from the network's affiliate, WFPG Atlantic City. The *Campaign Cavalcade* is CBS News' special 12-man roving reporting team, which is covering the 1956 election story, starting with last February's primaries and continuing through the conventions and the broadcast report on the national voting on election night.

NEW OWL SHOW ON WINS

A NEW all-night celebrity-and-song radio show, *Entertainment All-Night* is scheduled to be launched tonight (Monday) on WINS New York (Mon.-Sun., 11 p.m.-6 a.m. EDT). The program, which is packaged by independent radio producer Jerry Warren, will be emceed by Mr. Warren and Doris Wiss. Mr. Warren's contract with WINS reportedly calls for an annual guarantee, plus one-third interest in gross billings.

TRICOLORE TIME ON WRCA

WRCA New York today (Monday) launches *French Travelcade,* a week-long supplement designed to promote France as a vacationland in the fall. Sponsors of *Travelcade,* include the French Line, Air France, French National Railways and the French Government. Programs of many of WRCA's personalities, including Kay Armen, Johnny Andrews, Tex & Jinx, Pegeen Fitzgerald and Josie McCarthy, will be tied to French themes.

CBS-TV SCHEDULES HOCKEY

CBS-TV last week announced it would present a series of 10 "at home" professional ice hockey games from Jan. 5 through March 9, 1957, featuring the New York Rangers, Chicago Black Hawks, and Boston Bruins. The games, originating from Madison Square Garden in New York, will be seen Saturdays, 2-4 p.m. EST.

Icy Reminders Offered By KYW-AM-TV

EVERYBODY talks about the heat, but KYW-AM-TV Cleveland is planning to do something about it. In fact, it is the plan of the two Westinghouse Broadcasting Co. outlets to do more about the atmospheric conditions than the weatherman in helping to keep their listener's and viewer's minds off the hot weather.

The overall plan, labeled KYW's "Kooler" campaign, began, logically enough, on the first day of summer and will continue until autumn. The local press received invitations to a kickoff luncheon wrapped around cakes of ice.

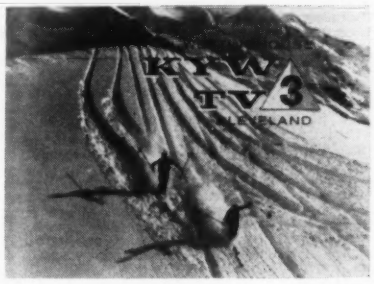
Some of the promotions being used to keep Clevelanders cool:

All tv ID's embrace the "Kooler" theme by presenting such scenes as skiers, icebergs floating in Lake Erie with the Cleveland skyline in the background and polar bears bathing in a pool of ice water.

Tom Haley's *Morning Surprise* show will originate from beaches, picnic grounds, amusement parks, cruise ships, ice houses, to mention just a few.

All tv and radio announcers will make Bermuda shorts their official summer working garb and some news shows will be done from the sidewalk in front of the studios. Weather reports will include temperature readings from Alaska and the South Pole.

Big Wilson, host of *Six O'Clock Adventure*, will do his show nightly from inside a giant refrigerator.



All station breaks will stress the beat-the-heat attitude and both outlets will editorialize for more relaxing work clothes for office workers, policemen, etc.

Sound effects will be used by KYW to stress the "Kooler" campaign. Sounds like the tinkling of ice in a glass, the splash of a diver hitting the water and the breaking of the surf on a sandy beach will be heard behind the "frosty" station breaks.

Beach parties, picnics, theatre parties and open air pop concerts are being sponsored.

The studios will feature snowed windows, a real snowman in front of the building, lemonade stand, watering troughs and a wintertime photo exhibit.

A succession of Keep Kool contests and promotions will be held throughout the summer. These will include a search for the best non-alcoholic drink, a Miss Kooler of Cleveland contest, ice carving contest, man on the street quizzes with winners receiving real snow balls and watermelon eating contests.

Searches are being conducted for the oldest bathing suit with a fashion parade of the Gay-90 swimming apparel.

When the weather is hottest Promotion Manager Ed Wallis plans a special summer beat-the-heat treat for advertisers and agencies. Several girls dressed in shorts and KYW-AM-TV caps and blouses will visit the stations' clients and agencies with iced cold drinks from a KYW Kooler.

Rolland Tooke, WBC Cleveland vice president, told a recent staff meeting regarding the "Kooler" campaign that "Anyone can complain about the weather, but we plan to do all that's humanly possible to beat the heat this summer." And that's just what KYW-AM-TV is doing.

BACHELOR PROVIDES SPECTACLE

A "lightly satiric spoof" is the way NBC-TV describes its upcoming tv musical, "The Bachelor," which deals with the love life of a "bachelor advertising agency account executive." The show will be the July 15 edition of NBC-TV's *The Sunday Spectacular*. Writers are Arnie Rosen and Coleman Jacoby with the music and lyrics composed by Steve Allen. Sponsors include Kraft Foods Co., through J. Walter Thompson; Maybelline Co., via Gordon Best & Co.; U. S. Rubber Co., through Fletcher D. Richards Co., and National Savings & Loan Foundation, through McCann-Erickson. Cast includes Hal March, Jayne Mansfield, Julie Wilson and Carol Haney.

CBS RHYMES FUN, SUN, RADIO

AFFILIATED stations of CBS Radio have been mailed the network's summer promotion package, once again stressing that "radio's fun . . . everywhere under the sun" in this year's campaign. A total of 217 affiliates was slated to receive the brochure originated by Louis Dorfsman, director of advertising and sales promotion, with copy supervised by Murry Salberg, manager of program promotion. Kit provides ads, exploitation suggestions, on-the-air announcements, special material for disc jockeys and women commentators and posters for each station with space for local imprinting. An added feature is a suggested letter writing contest that each station can conduct with an award of a CBS portable radio going to the winner.

Buy.. wcnx
MIDDLETOWN, CONN.
500 W.
1150 KC
Pop. 75,000 Families 21,200
Total Buying income $132,304,000
Represented by Devney & Co.

WHTN-TV
CHANNEL 13
IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, JAckson 5-7661, or our representatives: Edward Petry & Co., Inc.

TV's New Queen CHANNEL 13 Basic ABC

Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

LISTEN the New Sound of
KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

Miss Channel 18

WHAT started out to be just a "little promotion to give a pretty girl a crown," turned into a beauty contest with over 150 entrants vying for the title of "Miss Channel 18" of WGTH-TV Hartford, Conn.

Top requirement for contestants was that they be 18 years old, to correspond with the station's channel number, with the winner receiving many prizes from local merchants. A panel of judges selected five finalists and the public voted for their favorite among the five to be Miss Channel 18.

Each of the five made filmed announcements telling why they would like to win for use on the station. Ninette Gionfriddo, the winner, did not know that she had been selected until crowned during an Armed Forces Day open house.

ARMOUR SHOW IN FOR GOBEL

ARMOUR & Co., through Foote, Cone & Belding, both Chicago, and Pet Milk Co. through Gardner Adv., both St. Louis, is sponsoring *Encore Theatre*, series of 12 filmed repeats of half-hour shows, originally seen on such MCA packages as *Pepsi-Cola Playhouse* and *Heinz 57 Theatre*, as summer replacement for *George Gobel Show* (NBC-TV, Sat., 10-10:30 p.m. EDT), effective July 7.

SECRETARIAL SERVICE BY WCAU

DELEGATES to the Advertising Federation of America convention last month in Philadelphia remember WCAU-AM-FM-TV there as the station that offered a special communication service, answering phones for conventioneers. WCAU staffers set up telephones at a special message center in the convention hotel and relayed messages to individuals at the sites of sessions they were attending. WCAU hospitality also included a newscast delivered to delegates at lunch each day of the three-day meetings.

KLFY-TV CHARTS YEAR'S GROWTH

ANNOUNCEMENT of a new 316 kw transmitter to be completed late this summer climaxed the first anniversary celebration last month of KLFY-TV Lafayette, La. The news was made public during a birthday telecast which featured community officials and a picture story of KLFY-TV, past, present and future.

Station Authorizations, Applications

(As Compiled by B•T)

June 28 through July 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through July 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,866	3,023	235	289	123
Fm	517	549	45	14	0

FCC Commercial Station Authorizations

As of May 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,558	519	180
Cps on air	32	13	315
Cps not on air	118	15	112
Total authorized	3,008	547	607
Applications in hearing	168	2	125
New station requests	273	6	41
New station bids in hearing	110	0	92
Facilities change requests	144	7	25
Total applicants pending	897	59	298
Licenses deleted in May	0	2	0
Cps deleted in May	0	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through July 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	360	94	454[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	323	312	635[3]
Noncom. Educational	22	20	42[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,001	337	784	554	1,339[4]
Noncom. Educ.	61		34	27	61[4]
Total	1,062	337	818	581	1,400[5]

[1] 169 cps (33 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 42 already granted.
[5] Includes 677 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Peoria, Ill.—WIRL Television Co. granted vhf ch. 8. ERP: 316 kw vis., 158 kw aur. Post office address 115 N. Jefferson St., Peoria. Trans. and ant. RCA. Trans. location .28 mile east of Groveland. Ant. height above average terrain 991 ft., above ground 875 ft. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Robert M. Silliman. Principals are **Timothy W. Swain** and **John H.** and **Edward J. Altorfer.** Granted June 27.

Springfield, Ill.—WMAY-TV Inc. granted vhf ch. 2. ERP: 100 kw vis., 50 kw aur. Post office address 504 E. Monroe St., Springfield. Trans. DuMont; ant. GE. Trans. location U. S. Hwy. #66. Ant. height above average terrain 716 ft., above ground 751 ft. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr. WMAY Inc. is owned 50% by **WMAY Springfield** and 28.5% by **Lee Ruwitch [WTVJ (TV) Miami, Fla.].** Granted June 27.

Kalispell, Mont.—Northwest Video Inc.'s application seeking cp for new tv to operate on ch. 8 in Kalispell dismissed at request of applicant. Action June 28.

Raleigh, N. C.—Capitol Bcstg. Co. granted vhf ch. 5. ERP: 100 kw vis., 50 kw aur. Post office address 130 S. Salisbury St., Raleigh. Trans. DuMont; ant. RCA. Trans. location 1.6 miles southeast of Auburn. Ant. height above average terrain 1,171 ft., above ground 1,170 ft. Legal counsel Spearman & Roberson, Washington. Consulting engineer Kear & Kennedy. Capitol operates **WRAL Raleigh.** Granted June 27.

Existing Tv Stations . . .

ACTIONS BY FCC

KTVK (TV) Phoenix, Ariz.—FCC granted protest and petition for reconsideration filed by KTVK to extent of postponing effective date of April 25 grant to KTAR Bcstg. Co. for mod. of cp of **KVAR (TV) Mesa, Ariz.**, to change main studio location to Phoenix and maintain auxillary studio in Mesa, pending hearing; made KTVK party to proceeding. Action June 27.

KHSL-TV Chico, Calif.—Granted cp to change ERP to 234 kw vis., 117 kw aur.; change type ant., and make other equipment changes. Granted June 29.

WAFB-TV Baton Rouge, La.—Granted mod. of cp to change ERP to 182 kw vis., 97.7 kw aur.; make changes in ant. system, and make other minor equipment changes. Granted June 29.

KGVO-TV Missoula, Mont.—Application seeking cp for changes in facilities returned. (Re certain dates.) Action June 26.

WNYT-TV Buffalo, N. Y.—Application seeking cp for change in facilities returned. (Incomplete.) Action June 26.

American Bcstg.-Paramount Theatres Inc., N. Y., N. Y.—Granted informal application for mod. of permit to supply tv programs broadcast in U. S. over tv stations licensed to American Bcstg. to certain Canadian tv stations (**CBET (TV)** and **CBMT (TV) Montreal, Quebec**, et al.) for broadcast by these stations in Canada. Program material may be delivered via microwave relay facilities, operated by common carriers, air or rail express. Authority is for period beginning date of grant and ending 3 a.m., EST, Feb. 1, 1957. Granted June 29.

WTHT (TV) Wilmington, N. C.—Cp cancelled and call letters deleted. Action July 3.

KBES-TV Medford, Ore.—Application seeking mod. of cp for change in facilities cancelled at request of attorney. Action June 28.

WQED (TV) Pittsburgh, Pa.—Granted cp to

Southern Independent
$85,000.00

Well established station in fast growing Gulf Coast area. Excellent coverage. Can be financed on liberal terms.

Southern Network
$110,000.00

Fulltime station in prosperous southeastern industrial section. Unusually good assets, equipment in excellent condition. Approximately $30,000. cash required.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	ATLANTA	CHICAGO	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Healy Bldg. Jackson 5-1576-7	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

change ERP to 138 kw vis., 69.2 kw aur., and make other minor equipment changes. Granted June 26.

CALL LETTERS ASSIGNED

KOLF-TV Flagstaff, Ariz.—Flagstaff Telecasting Co., ch. 9.

APPLICATIONS

KQED (TV) Berkeley, Calif.—Seeks mod. of cp to change trans. location to Crocker Estate Radio Center, San Bruno Peak, Calif.; change aur. ERP to 18.6 kw, and make other equipment changes. Filed June 28.

KVIP (TV) Redding, Calif.—Seeks mod. of cp to change studio location to Pioneer Dr., Redding; change ERP to 12.1 kw vis., 6.1 kw aur.; install new ant. system, and make other equipment changes. Filed July 2.

WJTV (TV) Jackson, Miss.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., and make other equipment changes. Filed June 28.

KZTV (TV) Reno, Nev.—Seeks mod. of cp to change trans. to near peak of Slide Mt., near Reno; change ERP to 11.53 kw vis., 6.05 kw aur.; install new ant. system, and make other equipment changes. Filed July 3.

PETITIONS

KHOL-TV Kearney, Neb.; KHPL-TV Hayes Center, Neb.—Petitions FCC requesting amendment of Sec. 3.606 of Rules by issuance of proposed rule-making to allocate ch. 3 to Ainsworth, Neb. Filed June 29.

WNAO-TV Raleigh, N. C.—Petitions FCC requesting amendment of Sec. 3.606 (b) of Rules by issuance of rule-making so as to delete ch. 5 from Raleigh and add uhf channel to be selected by Commission and reserved for educational use; also to reassign ch. 5 to Rocky Mount, N. C. Filed June 29.

PETITION AMENDED

Palmetto Radio Corp., Columbia, S. C.—Amended petition requesting amendment of Sec. 3.606 of Rules so as to assign ch. 5 to Sandy Run, S. C., and to substitute ch. 4 or, in alternative, ch. 7 for ch. 5 in Charleston, S. C., ordering **WCSC-TV Charleston** to show cause why its authorization for ch. 5 should not be mod. to specify operation for ch. 4, or, in alternative, ch. 7. Amended June 29.

New Am Stations . . .

APPLICATIONS

Irondale, Ala.—**Jefferson Radio Co.**, 1480 kc, 1 kw D. Post office address Box 1662, Birmingham, Ala. Estimated construction cost $11,225, first year operating cost $21,500, revenue $23,700. Sole owner **W. D. Frink** is former 50% owner of **WFHK Pell City, Ala.** Filed July 2.

Ocala, Fla.—**Marion County Bcstg. Inc.**, 1370 kc, 1 kw unl. Post office address % W. H. Martin, Box 1222, Lakeland, Fla. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include Secy.-Treas. **W. C. Berry** (18%); Vice Pres. **Ellis M. Hutto** (16%); **Annie Lou Martin** (24%); **R. H. Gibson** (24%), and **Harold E. Cullison** (16%). Filed July 3.

Orlando, Fla.—**Orlando Radio & Television Bcstg. Corp.**, 1270 kc, 5 kw D. Post office address 1736 Buena Vista Ave., Ormond Beach, Fla. Estimated construction cost $29,344.75, first year operating cost $120,000, revenue $135,000. Principals include Pres. **Emil J. Arnold** (50%), 49% owner of **WALT Tampa, Fla.**, 51% owner of **WINN Inc. Louisville, Ky.**, 50% owner of **WMFJ Daytona Beach, Fla.**; Vice Pres. **Robert E. Wasdon** (25%), vice president of WALT, WINN Inc., and WMFJ, and Secy.-Treas. **Jack Siegel** (25%), secy. of WALT, WINN Inc., and WMFJ. Filed June 28.

Klamath Falls, Ore.—**Joe D. Carroll**, 960 kc, 1 kw D. Post office address 11 Bunce Rd., Yuba City, Calif. Estimated construction cost $19,420, first year operating cost $36,000, revenue $48,000. Mr Carroll is manager of **KMYC Marysville, Calif.**, and former owner of **KGFN Grass Valley, Calif.** Filed June 28.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

APPLICATION RESUBMITTED

Austin, Minn.—**George A. Hormel III** resubmits application seeking cp for new am to be operated on 1220 kc, 500 w D. Resubmitted July 2.

APPLICATION AMENDED

Panama City, Fla.—**Denver T. Brannen's** application seeking cp for new am to operate on 910 kc, 1 kw D, amended to change frequency to 1290 kc; change power to 500 w, and make changes in ant. and ground system. Amended July 2.

Existing Am Stations . . .

ACTIONS BY FCC

KMOD Modesto, Calif.—FCC dismissed protest and petition for rehearing filed by KMOD directed to Commission's April 25 grant of application of United Bcstg. Co., to change operation of **KEEN San Jose, Calif.**, from 1 kw unl. to 5 kw D, 1 kw N, on 1370 kc. Action June 27.

WBEE Harvey, Ill.—Granted mod. of cp to make changes in DA pattern. Granted June 28.

KSIJ Gladwater, Tex.—Granted permission to sign off at 6:30 p.m., CST, during June through August, except when broadcasting special events when station may operate up to licensed sign-off time. Granted June 25.

KITE San Antonio, Tex.—FCC granted protest by KITE to extent of postponing effective date of May 2 grant of transfer of control of **KTSA-AM-FM San Antonio** from O. R. Mitchell Motors to McLendon Investment Corp., pending hearing on Sept. 10; made KITE party to proceeding bearing burden of proof; gave assignee until July 16 to return control of licensee to assignor. Action June 27.

WIUS Christiansted, V. I.—Granted mod. of cp to change ant. height to 205 ft.; change name to Virgin Islands Bcstg. System and make changes in ant. system. Granted June 25.

CALL LETTERS ASSIGNED

KAIR Tucson, Ariz.—**Pima Bcstg. Co.**, 1490 kc, 250 w unl.

WTWB Auburndale, Fla.—**R. E. Hughes**, 1570 kc, 1 kw D.

WCYN Cynthiana, Ky.—**Cynthiana Bcstg. Co.**, 1400 kc, 100 w unl.

WICO Salisbury, Md.—**Elizabeth** and **W. Courtney Evans**. Changed from WSMD.

WANB Waynesburg, Pa. — **Commonwealth Broadcasters Inc.** Changed from WBUG.

APPLICATIONS

KONI Phoenix, Ariz.—Seeks authority to determine operating power by direct measurement of ant. power. Filed July 3.

KPOK Scottsdale, Ariz.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and operate trans. by remote control from studio. Filed June 28.

KJOY Stockton, Calif.—Seeks mod. of license to change name of licensee to KJOY Inc. Filed June 28.

WHBO Tampa, Fla.—Seeks cp to increase power from 250 w to 1 kw. Filed July 3.

WLBA Gainsville, Ga.—Seeks mod. of cp to change power from 5 kw to 1 kw and change from employing DA to NON-DA. Filed July 2.

KRXK Rexburg, Idaho—Seeks authority to determine operating power by direct measurement of ant. power. Filed July 3.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location. Filed June 28.

KWNO Winona, Minn.—Seeks authority to determine operating power by direct measurement of ant. power. Filed July 3.

KATZ St. Louis, Mo.—Seeks cp to increase power from 1 kw to 5 kw and change from DA-N to DA-2. Filed July 3.

KILO Grand Forks, N. D.—Seeks mod. of license to change hours of operation from specified hours to unl. Filed July 2.

KRHD Duncan, Okla.—Seeks authority to determine operating power by direct measurement of ant. power. Filed July 3.

KBND Bend, Ore.—Seeks cp to increase D power 1 kw to 5 kw. Filed June 28.

WFAX Falls Church, Va.—Seeks cp to increase power from 500 w to 1 kw. Filed June 28.

KTIX Seattle, Wash.—Seeks mod. of cp (which authorized new am) to move ant.-trans. location 1,200 ft. south of present site and change studio location and remote control point to 105 Bellevue North, Seattle. Filed June 28.

KUAM Agana, Guam—Seeks cp to make changes in ant. system. Filed June 28.

APPLICATIONS AMENDED

KOCS Ontario, Calif.—Application seeking cp to increase power from 250 w to 1 kw; change hours of operation from D to unl.; install DA-1; change ant.-trans. and studio location, and make

The Killian Company[1] just made it 23[2] in a row.[3]

[1] Cedar Rapids dept. store.
[2] Years of continuous sponsorship of a radio newscast.
[3] On WMT, our favorite station.

changes in ant. system, amended to make changes in DA pattern. Amended July 2.

KCMJ Palm Springs, Calif.—Application seeking cp to change frequency from 1340 kc to 1010 kc; change power from 250 w to 1 kw; install DA-2, amended to change ant. location 500 ft. southwest of present site and make changes in ground system. Amended July 2.

New Fm Stations . . .

APPLICATIONS

Wilmington, Del.—John Beauchamp Reynolds, 99.5 mc., 20 kw unl. Post office address 902 Marsh Rd., Wilmington 3, Del. Estimated construction cost $16,761, first year operating cost $11,000, revenue $18,000. Mr. Reynolds holds automotive service interests. Filed July 2.

Chicago, Ill.—Carol Music Inc., 101.9 mc., 17.19 kw unl. Post office address 333 N. Michigan Ave., Chicago 1. Estimated construction cost $7,700, first year operating cost $14,000, revenue $15,000. Principals include Secy.-Treas. **Marie L. Drenthe** (65%), Pres. **Carol J. Drenthe** (5%), and Vice Pres. **Laura Drenthe Magginas** (30%). Filed July 2.

Existing Fm Stations . . .

ACTIONS BY FCC

WNBF-FM Binghamton, N. Y.—Seeks mod. of cp (which authorized new fm) to change ERP to 4.65 kw; change ant. height above average terrain to 952 ft.; change studio location to One Henry St., Binghamton, and make changes in ant. system. Filed July 3.

WMUB (FM) Oxford, Ohio—Granted cp to replace expired cp authorized changes in licensed station. Granted June 26.

WKNA-FM Charleston, W. Va.—Granted mod. of license to change studio location to Garfield Ave., Bownemont, W. Va. Granted June 29.

CALL LETTERS ASSIGNED

WOAK (FM) Royal Oak, Mich.—The School District of the City of Royal Oak, 89.3 mc.

APPLICATIONS

WGMS-FM Washington, D. C.—Seeks cp to make changes in licensed station: change ERP to 20 kw; ant. height above average terrain to 435.4 ft.; trans. location to ⅞ mile northwest of intersection of Bells Mill Rd. and 7 Locks Rd., Montgomery County, Md., and change ant. system. Filed July 2.

WFMT (FM) Chicago, Ill.—Seeks cp to make changes in licensed station: change ERP to 29.5 kw; change ant. height above average terrain to 547 ft., and change ant. system. Filed July 3.

PETITION

WPAC Patchogue, L. I., N. Y.—Petitions FCC requesting amendment of Sec. 3.606 of Rules by issuance of rule-making to assign fm ch. 282 (104.3 mc) to Patchogue and delete same from New York City area. Filed June 29.

Ownership Changes . . .

ACTIONS BY FCC

KNAC-TV Fort Smith, Ark.—Granted involuntary transfer of control to **Solome Nakdimen,** adminstratrix of estate of **Hiram S. Nakdimen,** deceased. Granted June 26.

WFCR Fairfax, Va.—Granted assignment of license to O. K. Bcstg. Corp. Assignor will assign license and transfer all assets to assignee in exchange for stock and notes of assignee. Granted June 29.

WCDT Winchester, Tenn.—Application seeking assignment of license to Franklin County Radio & Bcstg. Co. returned. (Filed on wrong form.) Action July 3.

APPLICATIONS

KWHN Fort Smith, Ark.—Seeks involuntary transfer of control of licensee corporation from **Salome Nakdimen** and **J. N. Friedman,** executrix and executor, respectively, of estate of **H. S. Nakdimen,** deceased, to **Salome Nakdimen,** administratrix of estate of **Hiram S. Nakdimen.** Filed July 2.

KBBA Benton, Ark.—Seeks assignment of license to The Benton Bcstg. Service for $13,630 and assumption of $3,370 liabilities. Principals are equal owners **C. Lavelle Langley,** former commercial manager at **KVMA Magnolia, Ark.,** and **Sam Preston Bridges,** former general manager of **KWRW Guthrie, Okla.** Filed June 28.

KGEN Madera, Calif.—Seeks assignment of cp to Glomor Music Broadcasters Inc. for $20,000. Principals are Pres. **Bob L. Moran** (38%), general manager-16%-owner of **KWLK Longview, Wash.;** Secy.-Treas. **Gloria L. Moran** (37%), wife of Bob Moran, and Vice Pres. **Donald L. Edwards** (25%), sales manager of KWLK. Filed July 2.

KJBS San Francisco, Calif.—Seeks assignment of license to KJBS Broadcasters. Corporate change. Filed July 2.

KCOK Tulare, Calif.—Seeks assignment of license to KCOK Inc. Corporate change. Filed July 2.

WTVT (TV) Tampa, Fla.—Seeks acquisition of positive control of permitee corporation by WKY Radiophone Co. through purchase of 100% of outstanding stock from **W. Walter Tison, T. J, Bell, H. H. Baskin, B. G. Brumby, L. Maxcy,** et al. Purchase price is $3.5 million. Radiophone Co. is licensee of **WKY-AM-TV Oklahoma City, Okla.,** and **WSFA-AM-TV Montgomery, Ala.** Oklahoma Pub. Co. holds 99.6% interest. Filed July 3.

WGAU-AM-FM Athens, Ga.—Seek assignment of license to Clarke Bcstg. Corp. for $105,000. Principals are equal owners **R. Randolph Holder,** former news director at **WRFC Athens,** and **John T. Lloyd,** former manager of WRFC. Filed June 28.

WFIE (TV) Evansville, Ind.—Seeks acquisition of positive control of permitee corporation by WAVE Inc. through purchase of 100% of outstanding stock from Grand Carlton Corp., et al. Grand Carlton controls station's licensee, Premier Television Inc., through ownership of 96.6% of stock. Purchase price is $586,937. WAVE Inc. owns **WAVE-AM-TV Louisville, Ky.** Principal stockholder is Pres. **George W. Norton Jr.** (98.4%). Filed June 28.

KCOG Centerville, Iowa; KFAD Fairfield, Iowa—Seek acquisition of control of licensee corporation by **Jeanette Burch** through transfer of 50.9% from **S. A. Chesley** for cancellation of $6,000 in liabilities. **Jeanette Burch** will now hold 77%. Filed June 28.

WDBQ-AM-FM Dubuque, Iowa—Seek transfer of control of licensee corporation to **John J.** and **Thomas B. Roshek,** present minority stockholders. The Roshek brothers are buying 330 shares from licensee's president, **Charles T. Landon.** The Roshek brothers now will hold 50%. Purchase price is $57,750. Filed June 28.

KSLA-TV Shreveport, La.—Seeks assignment of cp to **Henry E. Linam, Ben Beckham Jr.** and **Carter Henderson,** d/b as Shreveport Television Co., and **Mrs. E. B. George. Don George,** managing partner, died June 5. This is involuntary transfer of his 43% interest to his executrix, **Mrs. Eugenia Booth George.** Filed July 2.

WHAM, WHFM (FM) Rochester, N. Y.—Seeks assignment of license to Riggs & Greene Bcstg. Corp. for $500,000. Riggs & Greene Bcstg. Corp. is wholly owned by Riggs & Greene Inc. (John S. Riggs [50%], and F. Robert Greene [50%]). Riggs & Greene Inc. is licensee of **KVOR Colorado Springs, Colo.** Mr. Riggs is 28% owner of **WELM Elmira, N. Y.,** 50% owner of **WAIR-AM-FM Winston-Salem, N. C.,** and 16.6% owner of Television Assoc. of Elmira Inc., applicant for ch. 9 in Elmira, N. Y. **F. Robert Greene** is owner of F. R. Greene Adv. Agency, Buffalo, N. Y., and is 50% owner of WAIR-AM-FM. Application is contingent upon Commission's grant of transfer of WHAM-AM-TV, WHFM (FM) to Transcontinent Television Corp. from General Dynamics. Filed July 2.

WWHG-AM-FM Hornell, N. Y.—Seek assignment of license to Ra-Tel Broadcasters Inc. for $50,000. Principals are equal owners **Frederic D. Schottland, Alma E. Schottland, Alfred Dresner,** and **Saul Dresner.** Filed June 28.

WDAW Barnwell, S. C.—Seeks assignment of cp and license to Radio WBAW Inc. for $45,000. Principals are Pres. **J. A. Gallimore** (30%), Vice Pres. **Virginia F. Gallimore** (30%), and Secy.-Treas. **Joseph B. Wilder** (40%). Filed June 28.

KEYE Perryton, Tex.—Seeks transfer of 32% interest in licensee corporation from **Francis B. Sumpter** to **Virby Conley** for $20,000. Filed July 2.

Hearing Cases . . .

FINAL DECISIONS

KFMB San Diego, Calif.—FCC made effective immediately an initial decision and granted application for change in operation of KFMB from DA-D to DA-N. Action June 27.

Peoria, Ill.—FCC granted application of **WIRL Television Co.** for new tv to operate on ch. 8 in Peoria, engineering conditions and subject to condition that Commission may, without further proceedings, substitute for ch. 8 such channel as may be assigned to Peoria instead of ch. 8 in rule-making proceedings now pending, and subject to further conditions that no construction shall be commenced under permit here granted until further order of FCC to be issued subsequent to conclusion of Docket 11749 by Commission and specification by FCC of either ch. 8 or such other channel as may be substituted for it in Docket 11749 as channel on which WIRL Television Co. shall operate; and denied competing application of WMBD Inc. Action June 29.

Springfield, Ill.—FCC granted application of WMAY-TV Inc. for new tv to operate on ch. 2 in Springfield, subject to condition that Commission may, without further proceedings, substitute for ch. 2 such other channel as may be assigned to Springfield instead of ch. 2 in rule-making proceedings now pending, and subject to further condition that no construction shall be commenced under permit granted until further order of the Commission be issued subsequent to conclusion of Docket 11747 by the Commission and specification by FCC of either ch. 2 or such other channel as may be subsistuted for it in Docket 11747 as channel on which WMAY-TV shall operate; and denied competing application of Sangamon Valley Corp. Action June 27.

Raleigh, N. C.—FCC granted application of Capitol Bcstg. Co. for new tv to operate on ch. 5 in Raleigh, engineering conditions, and denied competing application of WPTF Radio Co. By separate order on same date, Commission denied petition of WPTF Radio Co. for issuance of initial decision in this proceeding. Action June 29.

INITIAL DECISIONS

Pittsburgh, Pa.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward (1) affirming Commission's July 22, 1955 grant to WWSW Inc., for new tv to operate on ch. 11 in Pittsburgh, and (2) granting mod. of cp to increase ERP to 316 kw vis., 150 kw aur., and ant. height to 1,000 ft., change studio location, and make other changes. Action July 3.

Deadwood, S. D.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of The Heart of the Black Hills Stations for new tv to operate on ch. 5 in Deadwood. Action June 28.

Routine Roundup . . .

June 28 Applications

ACCEPTED FOR FILING

Modification of Cp

KGAC St. Peter, Minn.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WEHH Elmira Heights, N. Y.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KNAK Salt Lake City, Utah—Seeks mod. of cp (which authorized increase in D power) for extension of completion date.

WRAK-FM Williamsport, Pa.—Seeks mod. of cp for extension of completion date.

WNYT-TV Buffalo, N. Y.—Seeks mod. of cp for extension of completion date to Jan. 23, 1957.

WOCN (TV) Atlantic City, N. J.—Seeks mod. of cp for extension of completion date.

WNYC-TV New York, N. Y.—Seeks mod. of cp for extension of completion date.

WQXN-TV Cincinnati, Ohio—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WERE-TV Cleveland, Ohio—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

KTVQ (TV) Oklahoma City, Okla.—Seeks mod. of cp for extension of completion date.

KSPG (TV) Tulsa, Okla.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

(Continues on page 104)

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RADIO

Help Wanted

Managerial

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Detroit area. Box 944G, B•T.

Sales manager—five figure earnings and exceptional future for a "front-line" sales manager (who can sell, hire and inspire) with major in New England. Write full please. Box 945G, B•T.

Wanted: Manager. No hunting, fishing. Just money. Write business, make money. Top secondary market northwest indie demands manager with promotion ideas, selling ability. No executives wanted. Replies confidential. Box 125A, B•T.

Assistant manager-program director. Top Hooper station Capital City—Jackson, Mississippi. Race programming. Executive position open immediately for ambitious, imaginative, intelligent young man 24-32 who wants to move up to manager with rapidly expanding organization. No clock-watchers. Best salaries in state. Southerner preferred. Send complete resume, photo, and references first letter or application will not be considered. John McLendon, WOKJ, Box 2667, Jackson, Miss.

Salesmen

Immediate opening radio salesman in 5000 watt San Joaquin Valley independent. $380 guarantee. Commission. Send photo, sales, and radio experience first letter. KCHJ, P.O. Box 262, Delano, California.

Wanted—reliable live wire ,experienced, aggressive radio salesman, good future for right man. KCMC-Radio, Texarkana, Tex.-Ark.

Very good opportunity and plan for steady, solid salesman with limited announcing. Adequate guarantee. KHBG, Okmulgee, Okla.

Opening sales department for trainee. Three experienced men to aid you in making money, KMON, 5000 watts Mutual-ABC and Intermountain Network affiliations. Livable salary and commission if interested in fishing-hunting and hard work between times. Write full resume, references and picture.

Announcer salesman with sufficient ability to take over managers position within six months. Send audition tape to: Skyline Network, Box 362, Tupelo, Mississippi.

RADIO

Help Wanted—(Cont'd)

Salesmen

If you're a local radio salesman who is currently making good money but who would like to move to bountiful California . . . here is your opportunity to make the break with little or no loss in immediate revenue, and with excellent opportunity for top earnings and advancement. Radio KJOY in Stockton and Radio KWIP in Merced, the two happiest independent stations in Central California, will pay you any guarantee that you can show you are worth, and will definitely improve your position no matter how well you are doing at present. Here's the chance you've been dreaming about to get to California on your own terms. Apply to Joseph Gamble, Radio KWIP, Hotel Tioga, Merced. Please give complete details and include photo. Replies will be held in strictest confidence.

Wanted, salesman with executive ability to sell top station in growing market. Right man will be trained as station manager. Will guarantee a sufficient draw until your 15% commissions put you over the hump. Call or write WIRO, Ironton, Ohio.

Sales opportunity with aggressive daytimer in two station city of 125,000. Good guarantee and incentive. WRRR, Rockford, Illinois.

Single station market, beautiful New England coast town of 22,000. Some experience—good opportunity for young man in growing community. Send resume, picture, tape. Ted Estabreth, 238 East 61st Street, New York.

Announcers

Negro rock and roll announcer wanted at once. Send audition tape, disc, all information about self first letter. Box 958G, B•T.

Minnesota station needs news director. $90 week. Opportunity earn more. Must be good announcer. Able to type. Box 108A, B•T.

Mature, experienced, responsible staff announcer needed by kilowatt independent daytimer near Chicago with highly commercial, local-interest programming. This is a staff job; not a personality DJ opening. Requires constant, diligent application from good radio man already experienced in broadcasting techniques. Farm knowledge or broadcast experience helpful. Good interview approach incalcuable. Progressive radio management. Write Box 124A, B•T.

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RADIO

Help Wanted—(Cont'd)

Announcers

Announcer, 1st class license for progressive Virginia kilowatt independent. Ideal working conditions, good salary for experience. Complete information first letter. Box 140A, B•T.

Wanted: Experienced announcer. Combo experience helpful but not necessary. Salary open. Network affiliate, south Texas. Box 141A, B•T.

Experienced combo with first. Excellent working conditions. Forty hour week, $100. Reply Box 142A, B•T.

Want serious young man with at least three months experience. $225.00 month start with good raises after three and six months. Contact Tom Deck, KBRZ Freeport, Texas, on Gulf Coast excellent beaches, fishing, water sports.

Wanted—good reliable experienced announcer, 250 watt ABC affiliate. Good permanent position to right man with good references. Send tape and backgrounl. KCMC-Radio, Texarkana, Tex.-Ark.

Combo man, first phone, night shift. No engineering, salary no object for right man. Send tape and resume to Fred Epstein, KSTT, Davenport, Iowa.

Play-by-play sports announcer to double as staff man. Experience required. Send resume and tape to Fred Finlay, KVBC, Farmington, N. M.

Announcer-news writer needed shortly. Journalistic background desirable but experience in radio news work plus good delivery acceptable as substitute. Please send tape, resume and photograph. Permanent job for right man. Reply to L. T. Pitman, WCSH, Portland, Maine.

Wanted: Settled announcer holding first class license permanent position with benefits. Send tape and full particulars, WEED, Rocky Mount, North Carolina.

Immediate opening at kilowatt daytimer in eastern Pennsylvania for experienced staff announcer with possibilities for advancement to assistant manager, near future. Station is one of growing chain. 40 hour week with overtime pay talent fees. Paid vacations. Applicants must have car. Reply by phone immediately or send complete resume, tape, and photo to manager, WLSH, Lansford, Pa.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Immediate opening at progressive 1 kw independent for experienced announcer. Station expanding present staff. Need announcer with good air voice and potential for advancement in production and programming. Prefer current midwesterner. Send complete resume and tape to station WOKZ, Alton, Illinois.

Personality announcer—immediate opening for top-flight announcer who has proven record as successful DJ as well as all-around staff abilities. Possibilities for some on-camera work in tv. Send complete information background, experience, past and expected earnings, tape and photo, WSAV, Savannah, Georgia.

Announcer with first class license for new news music station. WSHE, Sheboyan, Wisconsin.

Announcer 1st class engineer, with emphasis on announcing, excellent opportunity for advancement. Send audition tape to: Skyline Network, Box 362, Tupelo, Mississippi.

Have room for two announcer-engineers as permanent staff members, newspaper owned radio station in northern Indiana lake area. Financially sound, pleasant living and working conditions. Phone collect day or night, person to person. William Mollenhour, Manager, WRSW, Warsaw, Indiana.

Technical

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B•T.

First class chief engineer: Maintenance and improvement . . . first requirement. Mobile and stationary remote work mandatory. Air work fine but secondary. Salary above average. Box 888G, B•T.

Chief engineer with directional array experience for 5 kw fulltime Houston, Texas independent. Very few hours required on board. Mostly studio and transmitter maintenance. Good starting salary, hospitalization, Christmas bonus and merit raises. Full details first letter. Box 969G, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer-announcers, one with first ticket. Energetic, ambitious married men 250 watt small Arkansas market. Box 133A, B•T.

Engineer, experienced, for network 5 kw. No announcing. $2.56 per hour, minimum of 32 hours weekly. Contact Chief Engineer, WABB, Mobile, Alabama.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

First class engineer-announcer capable of maintenance. Can be local newsman if qualified. Contact Manager, WDLC, Port Jervis, New York. Phone: 3-2293.

August 15th opening for 1st class ticket with some announcing. Beautiful central Florida location. Contact, with all details, Bill Hess, Radio Station WLCO, Box 1505, Eustis, Florida.

First class immediately, no maintenance. WWBG, Call Howard R. Ward, Bowling Green, Ohio, collect.

Programming-Production, Others

Newsman for independent station in east. Must be interested in nothing but news. Good voice. This is a tough job but pays well. Box 112A, B•T.

Newsman: Fulltime to gather, edit, and air newscasts. Also adlib remote news. Above average starting salary, with advancement. Bob Jenkins, Station Manager, KGFW, Kearney.

Program manager—must be all around man capable of directing and doing all phases of programming. Salary open. Write Bill Vogel, KLOV, Loveland, Colorado.

Local newsman. Must have know-how and willing to work. Capable of building a top one-man department. Send tape, resume and salary requirements to KWOW, Pomona, California.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Radio-tv writer. Idea man. Capable of turning out good creative copy in quantity. If you're capable of responsibility, you'll be given it. Send complete information, lots of samples to Frank C. McIntyre, KLIX is klickin', Twin Falls, Idaho.

Situations Wanted

Managerial

Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage. Box 927G, B•T.

Experienced, mature manager can improve your profit and business situation. Many proven saleable ideas. Hard worker. Mature family man. Box 947G, B•T.

Tv-radio manager, sales manager, coordinator desires change. Over 15 years outstanding record mature management, sales, employee and public relations. Top references including networks, representatives and film companies available. West Coast preferred. Box 138A, B•T.

After 8½ years tv-radio-agency experience, I'm ready to move up. Thorough working background tv copy, production, traffic, sales, sales promotion, programming. Currently employed executive position west coast. If you're looking for a hard working, dependable, 30 year old bachelor with enthusiasm for his work, write Box 139A, B•T.

Station sold (not sacrificed) see B•T June 25. 33 years old, have worked in every department of station, capable on the air as well as in front office. Prefer south. Burl Womack, WGAU, Athens, Georgia.

Salesmen

Qualified salesman. Also have 1st license. Some announcing. Excellent references. Box 121A, B•T.

Announcers

Top morning man—deejay—employed—wishes to relocate. Veteran—family. Box 959G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, versatile DJ, smooth commercial delivery. Immediately available. Tape. Box 982G, B•T.

Commercial DJ, staff, some experience, strong in news, sports, board, excellent references, tape, will travel. Box 983G, B•T.

Outstanding sports announcer, excellent play-by-play baseball, basketball, football. No further advancement possible with present station. Good sports and special events interviews. Employer will give reference. Box 988G, B•T.

Tune on a top-notch announcer and DJ. Available after August 25. College degree in radio with experience. Warm, friendly personality. Vet, married. Box 103A, B•T.

Announcer 9 years experience, available. Tape and resume on request. Prefer Georgia, Florida or Carolinas. Box 107A, B•T.

Versatile announcer, DJ, available July 8—university degree (music) strong commercials, news—good appearance—veteran, 26, prefer northeast—car. Box 110A, B•T.

Announcing school graduate, with some training as actor, seeks employment as announcer, 23, single. Tape, resume, photo. Box 111A, B•T.

Experienced disc jockey. Experienced in all phases of broadcasting. Presently employed with top independent radio station. Box 115A, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 116A, B•T.

Wanted: Staff announcer for independent news and music station. Position open July 22. Send photo, experienced, draft status. Box 130A, B•T.

Experienced sportscaster desires change. Exciting play-by-play man. Handle news, discs. Presently employed program director, 27, family permanent. Box 133A, B•T.

(Continued on next page)

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RADIO

Situations Wanted—(Cont'd)

Announcer

Here's a miss who'd love to become a hit as an announcer, disc jockey. Ambitious, willing to work hard. Prefer position as near to New York State as possible. Box 134A, B•T.

Broadcasting school graduate. 2 years college radio experience. Strong news, DJ, sports. Tape available. Box 135A, B•T.

Permanent position with good local station desired by experienced announcer, presently with West Virginia station. 22, married, draft-exempt. Maryland, Virginia, Delaware, Pennsylvania preferred. Box 137A, B•T.

Inexperienced; willing to learn. New station preferred. New England or New York. 3rd license; Family man. Available immediately. No telephone. John Leslie Betts, Middlebury, Vermont, Route #3.

Announcer, 18 months experience, versatile, hard worker, can write copy. Joe Lanahan, 4825 W. Drummond Place, Chicago. National 2-1672.

Negro—radio-tv announcer: 9 years experience (3 years network); BA journalism, playwright, copywriter, public relations, excellent diction, qualified voice, highest character references—recommendations. Age 35—married—immaculate . . . prefer Chicago—New York . . . equitable salary. 931 48th Street, Kenosha, Wisconsin.

Experienced news editor, announcer, engineer, with managerial experience too. College graduate, prefer south. Burl Womack, WGAU, Athens, Georgia.

Technical

Announcer-engineer. First phone. Experienced. Versatile. Capable of chief engineer or program director. Mature and dependable. Box 946G, B•T.

Radio team, chief engineer, programming, announcing, wish to relocate in midwest. Box 104A, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer, 9 years experience, amateur 26 years. Available two weeks. No announcing. Permanent. Box 109A, B•T.

Have 1st license. Also want sales work. Married. Excellent references. Box 120A, B•T.

Programming-Production, Others

Anyone can "fill a vacancy!" We want jobs with a challenge. Two top-flight radio-tv veterans combining 20 years experience in production, promotion, traffic, news, special events, copy, sales and merchandising. Oh, yes . . . staff announcing, too. Can wield a wicked broom in spare time and play rugged poker hand off duty. Minimum salary $125 weekly with room for advancement. Box 128A, B•T.

So you need a newsman! Here he is. Eleven years radio-tv. Presently employed in 500,000 set market. Family man. Top references. Requirements: Pleasant staff, new conscious management. Box 129A, B•T.

Experienced man for continuity or traffic. Married, abstinent A.B. Degree. $80.00 weekly. Box 136A, B•T.

TELEVISION

Help Wanted

Salesman

Tv time salesman wanted: Must be experienced in tv or radio time selling. With fastest growing station in major western market. Liberal draw against commission. Box 996G, B•T.

Salesman—medium market operation, southwest, excellent opportunity for man who likes local account selling. Tv experience not necessary. This is a $7,500 position. Box 131A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Announcers needed for new southeast vhf television station. Please send tape, photo and information. Write Box 956G, B•T.

Technical

Transmitter operator experienced in operation, maintenance, and trouble-shooting on RCA TT-10AL transmitter located near the coast at Corpus Christi, Texas. Apply Chief Engineer, KRIS-TV.

Maximum power vhf station needs an engineer willing to learn transmitter maintenance. Experience not necessary. Contact Chief Engineer, WITN, Washington, North Carolina.

Engineer for position of assistant chief with progressive 100 kw vhf. Must be capable of performing all operational and maintenance duties. Contact Chief Engineer. WJBF-TV, Augusta, Ga.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Key midwest vhf tv station wants outstanding producer-director. Must be experienced, creative and imaginative. Salary commensurate with ability. Must have at least two years experience. Want a man anxious to try new ideas and new approaches to production. Photo and detailed background necessary. Box 920G, B•T.

Commercial continuity writer for Michigan full power vhf. Rush resume to Box 994G, B•T.

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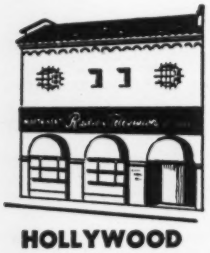
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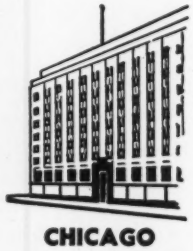
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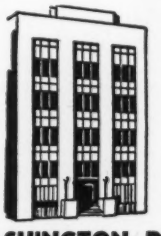
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TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced television cameraman for production department with southwest network affiliate. Enclose resume, snapshot and salary requirements. Box 102A, B•T.

Accountant experienced in general or program cost accounting in station in medium sized or larger market willing to relocate in major market. College degree in Accounting, Finance or General Business. Experience in Public Accounting preferred. Age limit 32. Send detailed resume. Box 126A, B•T.

Situations Wanted

Salesmen

Television sales trainee, 25, single, vet, business administration degree, master's degree in public relations. Salary secondary to experience. Box 105A, B•T.

Announcers

Announcer: Seven years experience. Four years television. All phases live camera. Have reached the top in present position with top market, long established v station. Six years with present organization. Box 119A, B•T.

Experienced television announcer, strong sports, play-by-play, news, live commercials. Desires job with vhf station in sizable market. Presently employed. Box 122A, B•T.

Versatile, on-camera announcer. Ten year background, all phases air-work. Thorough knowledge production, programming. Excellent agency, station references. Minimum, $7,500. Box 127A, B•T.

Experienced announcer, college grad in radio-tv, experienced tv news photography, married, veteran, 27, desire radio and/or tv. Presently employed one kilowatt midwest daytimer. Prefer southwest. Available August 27. Dick McDaniel, S-301 Parklawn, Iowa City, Iowa. Phone 8-3359.

Programming-Production, Others

University graduate in August. Commercial experience all tv production phases; camera, video, projection, etc. Single, veteran, writing ability and references. Willing to locate for any tv job with future. Box 106A, B•T.

Tv director—with announcing background—over 5 years experience—desire permanent position with good operation. Best references. Box 118A, B•T.

Cameraman—floorman, married; 3 years experience. Video, audio, some directing. Best references. Box 123A, B•T.

FOR SALE

Stations

Fulltime station, important midwestern market. Combination operation. Good earnings. $150,000 cash required. Box 101A, B•T.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

East Coast 250w fulltimer—independent combo operation in owned building. Gross 1955. $63,000. Asking $63,000, $21,000 down, $5,000 in receivables. See John Hanly.

Eastern 2 station team—show good net—grossing about $135,000, asking $150,000 with 29% down. Both communities about 10,000 pop. with active business and industry. See John Hanly.

Eastern 250w fulltimer grossing $125,000—asking $150,000 with $50,000 down. See John Hanly.

Midwestern 250w fulltimer in larger market grossing about $65,000—asking $75,000. Buyer assumes $22,000—balance mostly cash. See John Hanly.

Eastern state 1kw daytime indie. Studio and transmitter on 4½ acres of company owned land. Billing $4,500 per month. Operating cost about $3,000 per month. Operating in black for past five years. Asking $60,000—all cash. See John Hanly.

Information on many other excellent properties, from Maine to Florida, is available for inspection by qualified buyers. Complete and confidential service offered to owners and operators. Just write—John Hanly, Jack L. Stoll & Assoc., Colony Building, 1737 De Sales Street, N. W., Washington, D. C.

FOR SALE

Equipment

Two new Eastern Air Devices torque motors and condensers for Ampex model 300 recorder or similar, $25.00 each. Box 114A, B•T.

Six Lipps tape recording heads, low impedance, .8 mil gap, unused, $5.00 each. Box 132A, B•T.

For sale: Like new Gates M-4657 remote control, RCM 14 and metering system plus radio frequency amplifier. Also Gates modulation monitor with 7' transmitting rack, receiving unit rack. Used 14 months. Make offer to KMUS, Muskogee, Oklahoma.

Model 30 Gates console; two Gates turntables; $300. Ideal for remote studio or at transmitter. KTMC, McAlester, Oklahoma.

RCA BTA 250L transmitter in excellent condition. Spare tubes. All reasonable offers considered. Contact Harry McAdams, KWEW, Hobbs, New Mexico.

250 watt, Western Electric am transmitter. Excellent condition. Increasing power and will sell for $1,000, F.O.B. station. W. R. Guest, Jr., WPMP, Pascagoula, Mississippi.

Used television equipment. Federal microwave STL—2000mgs. Dual incoscope film chain—DuMont, with six usable camera tubes. Two Holmes 16mm film projectors-TV 16. Many spare projector parts included. Contact M. M. Burleson, WTTG, Washington, D. C.

WANTED TO BUY

Stations

Will buy station or CP down in Georgia or north Florida. Give complete information which will be treated confidentially. Box 885G, B•T.

5 kilowatt metropolitan am billing over 135,000 wanted by responsible broadcaster. Replies confidential. Write Box 1050, Roanoke, Virginia.

Part interest in profit making station. Young married man with capital to invest. Will not consider absentee investment. Experienced, have Bachelor of Science degree in Communications. Best references. Give full details. Replies confidential. P. O. Box 17, South Dartmouth, Mass.

Exclusive brokerage service. Permanent offices in Texas and Oklahoma. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

All accounts services by the broker personally. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Licensed in every state served. Texas, Oklahoma, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. CHerry 2-3944.

Sold. Listing J-1. My clients may mark their confidential brochure accordingly. I have clients waiting for desirable radio and tv property in Texas, Oklahoma, Arkansas, Colorado, Kansas, Missouri. Private sales. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Sold. Listing AR-1. I have other clients waiting for radio and tv properties. Station sales handled privately. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. CHerry 2-3944.

Equipment

Wanted: Good RCA, Cook, or Presto late model cutting head, also limiter. Box 117A, B•T.

Used 12 kw uhf transmitter. WBLN, Bloomington, Illinois.

Good used lathe type record cutter with amplifier. Will pay up to $250. KUMA, Pendleton, Oregon.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

RADIO

Help Wanted

Salesmen

CALIFORNIA CALLING YOU? If you're a hard-hitting salesman with successful direct sales experience and want to associate with a top, independent, Southern California radio station in a major market, write complete resume in confidence.
Box 928G, B•T.

Announcers

MORNING MAN WANTED

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright, friendly style, and be able to sell. Top rated program for past 15 years. Detail previous experience, salaries earned and expected, and attach snapshot. Rush audition tape, including commercials. Confidential.

WAKR
Akron, Ohio

SWANNY!
Robert Swan Townsend
Urgent. Contact KELLY, KTIX,
P. O. Box 3671, Seattle 24

HELP WANTED
CALIFORNIA RADIO-TV STATION

VHF Network TV Station and Radio Station—Commercial operation needs help immediately in all departments, located in ideal small market on California coast. Outstanding organization, room for advancement. These newest openings were brought about by our extensive expansion. Send photo, complete details to:

Box 997G, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

CAN YOU QUALIFY?

Aggressive 10 Kilowatt full time radio dropping network for independent format. Adding to staff which makes great opportunity for personalities who can deliver as a DJ not just an announcer.

Tell us all about yourself including experience, age, money, marital status with a complete audition tape that samples Dee Jaying—News—Commercials. Write Jim O'Neill, P. O. Box 1402, Wichita, Kansas.

Technical

WANTED

Chief Engineer

Directional Antenna Experience New Station * Top Job For Right Man Send Complete Resume and picture * WBRB Inc. P. O. Box 91 Mt. Clemens, Mich.

Situations Wanted

Managerial

manager . . .

with 20 years of good experience. Successfully employed for ten years in network executive posts and, for the past ten, managing a major market station. Took this station from insolvency to high earnings; from the bottom of the Hooper ladder to battling for top. Knows programming, promotion, sales management, agency-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank my experience on our mutual future. Available immediately. Write in confidence to Box 694G, B.T

WANT TOP-FLIGHT MANAGEMENT

Unusual circumstances forces young, key executive of one of nation's leading independents to move. Top references.

Wire

Box 143A, B•T

Will treat all inquiries confidentially.

FOR SALE

Equipment

FOR SALE—EQUIPMENT

Hewlett Packard:

1—100D Frequency Standard — Cost $615 Sell $400
1—212 A Pulse Generator — Cost $565 Sell $350
1—608A Signal Generator — Cost $850 Sell $500
1—803A VHF R. F. Bridge — Cost $495 Sell $300
1—417 VHF Detector — Cost $250 Sell $175

Or $1500 for the lot

All guaranteed new condition and includes manuals.

1—RCA 69A Distortion and noise set $100

1—Magnecorder PT 6AH and 6J with carrying cases and rack mounting panels, used less than 50 hours and guaranteed new condition $350

1—RCA 154 Audio Oscillator $50

1—Collins 75A-3, last run of series 4 months old, guaranteed new condition $400

1—SX 42 Rack mounting FM/AM 550-KC to 110 MC HI FI receiver, completely aligned and in perfect condition $150

Last run of series (May 1949)

1—Collins 32V-2 (A) converted to 32V3 with all shielding, filters, handles, etc. Guaranteed perfect $400

1—Collins KW-1 transmitter guaranteed new condition. Original packing and manual Cost $3850 Sell $2500

REPLIES TO BOX 100A

G-E SLIDE PROJECTOR

Type PF-3-C, Model 4-PF3C4. Never used. Cost $2,750. Make cash offer FOB Sacramento. KXOA, Sacramento 15, Cal.

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

TRANS-LUX NEWS SIGN

complete with remote control operating equipment, presently in use. Cash—terms or lease—Guaranteed to be in good operating condition. FLASH-CAST-3401 E. 38 St., Indianapolis, Ind.

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes

Over 1700 Successful Students

FOR THE RECORD

Continued from page 90

WFMZ-TV Allentown, Pa.—Seeks mod. of cp for extension of completion date.
WGBS-TV Miami, Fla.—Seeks mod. of cp for extension of completion date to Jan. 20, 1957.
WATL-TV Atlanta, Ga.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.
WCBC-TV Anderson, Ind.—Seeks mod. of cp for extension of completion date.
KGTV (TV) Des Moines, Iowa—Seeks mod. of cp for extension of completion date.
WQXL-TV Louisville, Ky.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.
WNOP-TV Newport, Ky.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.
WJDW (TV) Boston, Mass.—Seeks mod. of cp for extension of completion date.
WXEL (TV) Boston, Mass.—Seeks mod. of cp for extension of completion date.
WHEF-TV Brockton, Mass.—Seeks mod. of cp for extension of completion date.
WJMS-TV Ironwood, Mich.—Seeks mod. of cp for extension of completion date.
WPHD (TV) Philadelphia, Pa.—Seeks mod. of cp for extension of completion date.
WRAK-TV Williamsport, Pa.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.
KXYZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date to April, 1957.
WHTN-TV Huntington, W. Va.—Seeks mod. of cp for extension of completion date.
WFOX-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date.

License to Cover Cp

WDMG Douglas, Ga.—Seeks license to cover cp which authorized increase in power.
KDEF Albuquerque, N. M.—Seeks license to cover cp which authorized change in frequency.
WHHH Warren, Ohio—Seeks license to cover cp which authorized changes in DA-N.

Renewal of Licenses Resubmitted

KNCO Garden City, Kan.; KCLW Hamilton, Tex.

Remote Control

KVOL Lafayette, La.; WFNS Burlington, N. C.; KAND Corsicana, Tex.

June 29 Decisions

ACTIONS ON MOTIONS

By Chief Examiner James D. Cunningham

Robert A. Mensel, Willimantic, Conn.; WHIL Medford, Mass.; The Windham Bcstg. Co., Willimantic, Conn.—By Memorandum Opinion and Order, granted petition to Mensel to accept appearance filed late and appearance is accepted and denied joint petition of WHIL and Windham to dismiss with prejudice Mensel's application in am proceeding. Action June 27.

By Hearing Examiner Jay A. Kyle

Abilene, Tex.—Ordered that prehearing conference will be held on July 24 in proceeding re am applications of Bill Mathis and Key City Broadcasters, Abilene. Action June 26.

By Hearing Examiner H. Gifford Irion

KIVA Yuma, Ariz.—Denied petition to change place of hearing to Yuma in ch. 13 proceeding involving application of Wrather-Alvarez Bcstg. Inc. Action June 26.

By Hearing Examiner J. D. Bond

Osage Bcstg. Co., Bartlesville, Okla.—Dismissed as moot motion for continuance of prehearing conference filed June 15; petitioner's counsel stated on record at June 19 pre-hearing conference re its am application and that of Stephenville Bcstg. Co., Tahlequah, Okla., that request for continuance should properly be dismissed as moot. Action June 27.

By Hearing Examiner Herbert Sharfman

WCOC-TV Meridian, Miss.—Issued statement and order after prehearing conferences re applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian, Miss., and Laurel Television Co. Inc., for new tv to operate on ch. 7 in Laurel, Miss.; prescribed following schedule: Exchange of written direct cases July 20 at 5 p.m.; further conference July 30 at 10 a.m.; commencement of hearing Sept. 17 at 10 a.m. (continued from originally scheduled date of June 25). Action June 27.

July 2 Applications

ACCEPTED FOR FILING

License to Cover Cp

KLBM La Grande, Ore.—Seeks license to cover cp which authorized change in ant.-trans. location and installation of new ant. and ground system.
WGSA Ephrata, Pa.—Seeks license to cover cp which authorized increase in power.
WFMR (FM) Glendale, Wis.—Seeks license to cover cp which authorized new fm.

Modification of Cp

KBTM-TV Jonesboro, Ark.—Seeks mod. of cp for extension of completion date.
KATV (TV) Pine Bluff, Ark.—Seeks mod. of cp for extension of completion date.
WTLE (TV) Evanston, Ill.—Seeks mod. of cp for extension of completion date.
WTVO (TV) Kirksville, Mo.—Seeks mod. of cp for extension of completion date to Feb. 1, 1957.

Remote Control

KORD Pasco, Wash.

July 3 Decisions

ACTIONS ON MOTIONS

By the Commission

Amendment of Parts 1 & 17—On petition by Deep South Bcstg. Co., Selma, Ala., Commission granted extension of time from July 2 to Sept. 3 to file comments in matter of amendment of Parts 1 and 17 of Commission's Rules and Regulations, and rebuttal comments may be filed within 20 days from extended closing date for original comments. Action June 29.

By Commissioner Robert E. Lee

Broadcast Bureau—Granted petition for extension of time to and including July 3 to file pleadings in response to "Motion to Reopen Record" filed by **WHP Inc. Harrisburg, Pa.**, re application to transfer control of **Lebanon Television Corp. (WLBR-TV ch. 15), Lebanon, Pa.**, from Lebanon Bcstg. Co., et al., to Triangle Publications Inc. Action July 2.

By Chief Hearing Examiner James D. Cunningham

WTVH (TV) Peoria, Ill.—Granted petition for dismissal without prejudice of its application for mod. of cp. Action June 28.

El Mundo, Inc.; Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted petition of El Mundo Inc., for dismissal without prejudice of its tv application and retained in hearing status Ponce de Leon application. Action July 2.

By Hearing Examiner James D. Cunningham

WDUX Waupaca, Wis.—Granted petition for removal of application from hearing docket and on examiner's own motion application is returned to processing line. Action June 20.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time from June 28 to July 3 to file reply-pleadings to the "Motion to Reopen Record" filed by **WHP Inc.** and on hearing examiner's own motion ordered that oral argument will be held at 2 p.m., July 5 on motion to reopen record in the matter of application to transfer control of **Lebonon Television Corp.** (WLBR-TV, ch. 15), **Lebanon, Pa.** Action June 29.

By Hearing Examiner Elizabeth C. Smith

Terre Haute, Ind.; Salem, Ill.—Issued statements and order governing hearing re am applications of Citizens Bcstg. Co., Terre Haute, and Salem Bcstg. Co., Salem; informal conference will be held on or before July 23; drafts of proposed engineering exhibits will be exchanged and furnished to Broadcast Bureau on or before Aug. 9, and completed exhibits will be exchanged and furnished to the Broadcast Bureau on or before Sept. 11; hearing is continued from July 31 to Sept. 26. Action June 26.

By Hearing Examiner H. Gifford Irion

Taylor Bcstg. Co., Colorado Springs, Colo.—Granted petition for continuance of further hearing conference from July 2 to July 10, re its am application and that of Garden of the Gods Bcstg. Co., Manitou Springs, Colo. Action June 29.

Community Antennas—On request by National Community Television Assn., Commission gives notice of extension of time from July 15 to Aug. 1 for defendant community tv ant. system operators to reply to "complaint" filed by group of western tv stations against such community tv ant. operations. Announced July 3.

July 3 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 29

KCCT-FM Corpus Christi, Tex.—Granted license covering changes in licensed station.

Following were granted extensions of completion dates as shown: **WJHL-TV Johnson City, Tenn.**, to 1-28-57; **WISE-TV Asheville, N. C.**, to 12-29-56; **WGBS-TV Miami, Fla.**, to 1-20-57; **WKNO-TV Memphis, Tenn.**, to 1-23-57; **KCRG-TV Cedar Rapids, Iowa**, to 1-5-57; **KATV (TV) Pine Bluff, Ark.**, to 1-19-57; **WNYT-TV Buffalo, N. Y.**, to 1-23-57; **WHTN-TV Huntington, W. Va.**, to 10-24-56; **KARK-TV Little Rock, Ark.**, to 1-20-57; **KAUS (TV) Austin, Minn.**, to 10-1-56; **WMIC Monroe, Mich.**, to 7-30-56; **WARK Hagerstown, Md.**, to 9-1-56.

Actions of June 28

KORD Yakima, Wash.—Granted authority to operate trans. by remote control from Rd. 28 and Hwy. 410, Sahara Motel, Pasco, Wash.

Actions of June 27

Following were granted authority to operate trans. by remote control: **WFNJ-AM-FM from corner Maple Ave. and Broad St., Burlington, N. C.; WFSU-FM from control room on ground floor of Music Bldg., Tallahassee, Fla.; KAND from 609 W. 7th Ave., Corsicana, Tex.**

Actions of June 26

WAIU-FM Wabash, Ind.—Granted license for fm station.

Following were granted authority to operate trans. by remote control: **KVOL from 519 S. Buchanan, Lafayette, La.; WOXF from 111 Littlejohn St., Oxford, N. C.**

Following were granted extensions of completion dates as shown: **WATR-TV Waterbury, Conn.**, to 12-29-56; **KGW-TV Portland, Ore.**, to 10-1-56; **KEPR-TV Pasco, Wash.**, to 9-20-56; **KIMA-TV Yakima, Wash.**, to 9-20-56; **KINY-TV Juneau, Alaska**, to 12-31-56.

Actions of June 25

WCUM Cumberland, Md.—Granted license covering changing ant.-trans. and studio location to Williams Rd., Cumberland.

KDKA-FM Pittsburgh, Pa.—Granted license covering changes in licensed station.

WAGA-FM Atlanta, Ga.—Granted license covering changes in licensed station.

Following were granted extensions of completion dates as shown: **WALB-TV Albany, Ga.**, to 12-23-56; **WBNY-FM Buffalo, N. Y.**, to 1-15-57; **KDLS The Dalles, Ore.**, to 12-30-56.

July 3 Applications

Accepted for Filing

License to Cover Cp

WGMA Hollywood, Fla.—Seeks license to cover cp which authorized increase in power.

KHEN Henryetta, Okla.—Seeks license to cover cp which authorized new am.

WRAW Reading, Pa.—Seeks license to cover cp which authorized operation of trans. by remote control.

WSYR Rutland, Vt.—Seeks license to cover cp which authorized increase in D power.

Modification of Cp

WMIC Monroe, Mich.—Seeks mod. of cp (which authorized new am) for extension of completion date.

Light Reading

ORDERS are now being taken by W. H. Seabrooke & Assoc., Washington, for reprints of the FCC Ground Wave Propagation Curves (1954). The booklet contains 19 graphs from 540 to 1600 kc, graphs 19A (1560 to 1640 kc) and 20, the last of which has been modified by eliminating that portion beyond 50 miles. The booklet measures 10½ by 13 inches and is designed to fit standard briefcases. Orders should be sent direct to W. H. Seabrooke & Assoc., 927 15th St., N. W., Washington. Purchase price, including tax, is $2.80 per copy.

UPCOMING

JULY

July 10: TvB overall advertiser-agency tv presentation, Coconut Grove, Hollywood.
July 12: TvB presentation, Gold Room, Fairmont Hotel, San Francisco.

AUGUST

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

SEPTEMBER

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.
Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.
Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.
Oct. 29-30: Second annual RAB Nat'l. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $41.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

editorials

Winged Feet

THE multi-billion dollar business of broadcasting, which relies upon signals that sail through the air with the speed of light, can sprout winged feet too.

Now dependent upon catch-as-catch-can communications for traffic control, networks, stations, advertising agencies and station representatives are engrossed in the evolution of a long-indicated project to establish the "Program Communications Wire Assn." But the project has scope beyond that which its proposed name implies.

A committee of 17 top men in their fields, representing these groups, has been formed within the past fortnight to blueprint the non-profit project, which would be financed cooperatively by its users. Western Union would be the carrier, and the estimated cost is $3.5 million, with big savings not only in traffic dollars, but in priceless time lost in transmission under existing standards. Transmission time would be reduced from hours to minutes.

PCWA actually is a by-product of an idea created by Irving B. Kahn, president of TelePrompTer Corp., which has proved a boon to tv and to public speaking in manufacture of visual prompting aids. The plan is for creation of a private line communication system that would interconnect radio-tv stations, networks, station representatives, advertising agencies and program suppliers. It is estimated that the average network message now runs $1. This cost would be cut initially, to 47.7 cents, and after integration of the 35,000 mile system linking 500 cities through five message centers, the average cost should drop to 27 cents.

But even more intriguing than PCWA are other prospective by-products of the private communications system. One is in virtually instantaneous time clearances, together with information on program changes, cueing, features, advertising copy and other essentials in clearing network and spot time.

Then the millenium: push-button ratings. Mr. Kahn, who would become operating head of the association, foresees electronic computation of audience tuning, with the "ratings" provided overnight or faster to the accounts. This is a method of measuring voltage through a device placed in sample homes which would transmit the information to control centers. The idea isn't new, but it has never been implemented because of the lack of controlled communications to carry the intelligence quickly to a computing point. The present lag in national ratings runs a month to six weeks, except for special spot checks.

Private line communications have saved the banking and aeronautical fields millions of dollars in the past few years. Many major manufacturers have installed their own systems effecting economies, but more importantly, speeding up operations. The broadcast media, which measure their outputs in split-seconds, should delay no longer in equipping their ground operations with winged feet.

Playing Politics With Sec. 315

THERE IS now practically no hope that Congress will correct defects in the political broadcasting laws before adjournment.

In a way the lack of legislation will be a blessing, for the measures now pending would, for the most part, complicate rather than simplify the already intricate rules that govern the broadcasting of political discussion.

In another way, however, it must be entered as a demerit on the record of this Congress that it failed to take action on a question of profound importance to the public. For the fact is that until some sense is written into the law the public will be prevented from obtaining a complete and coherent presentation of political issues and personalities by radio and tv.

Of the six bills to amend the political broadcasting law now pending in the Senate, only one is acceptable. That was introduced at the suggestion of CBS and would permit broadcasters to use their own editorial discretion in presenting news and discussion programs about politics, binding them to apply equal time provisions only to the set speeches and paid advertising of candidates. As we commented at the time of its introduction, the measure would be a step in the right direction, though we would hope, of course, that eventually all government restrictions on political broadcasting would be removed.

The other five bills contain flaws ranging from minor to disastrous. The sooner they die for want of attention the better it will be for broadcasters and for the public.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's been running our prison radio station . . . now he wants to be a roving reporter!"

Four years ago, in the heat of a major campaign, there was much talk about an organized effort to obtain legislative relief from the hamstringing effects of current regulations. Such efforts as have been made since then were neither organized nor vigorous.

We daresay there will be more such talk before the polls close next November. It would be nice if this time the talk led to action.

Splitting O'Haras

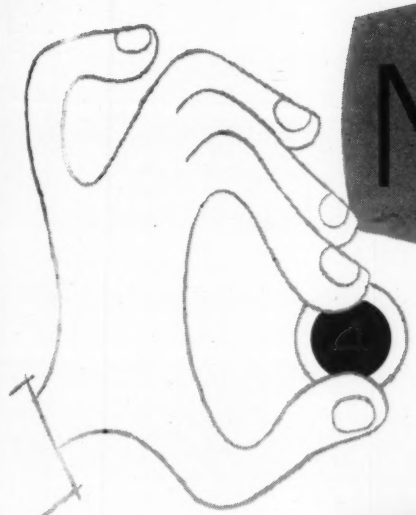
COLUMNIST-novelist John O'Hara, who every two weeks fills several columns of *Collier's* magazine with thisa and thata, in the July 20 issue takes a grain of truth about some of the more insipid remarks during live broadcast coverage of some events (notably political conventions) and comes up with a wholesale indictment of the calibre of radio-tv newsmen.

The humor of Mr. O'Hara's remarks holds up so long as he sticks with the grain of truth, but it fades quickly when he gets rolling into subjects about which it is obvious he knows little. Sample:

"As a class, professional politicians are as unlikable a bunch of men as there is, and it is not difficult to understand how a man gets to be a political pro: a fellow doesn't like anybody, doesn't trust anybody, doesn't respect anybody, so he goes into politics. A radio announcer is slightly different: nobody likes him, nobody trusts him and nobody respects him, so he gets to be an announcer. If he remains mildly offensive, he stays at it. If he becomes offensive in a big way, he is promoted to executive. There are only two things that can keep a young man from becoming a successful radio announcer: according to my observations there are few exceptions to the rules that you must not have a cleft palate, and you must not get too fat. (If you get very, very fat you may become part of a show, but that's a special case.)"

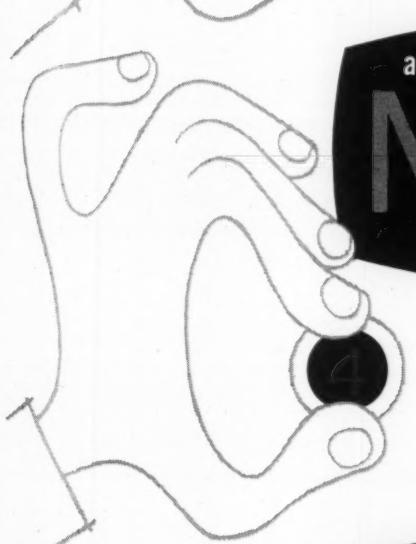
Having by now reached the ridiculous, Mr. O'Hara proceeds to be downright wrong. Wrong first because he accuses radio and tv of not developing their own form of journalism. Wrong second because Mr. O'Hara has completely ignored the two elements radio and tv *have* added to news coverage: immediacy and complete honesty. Radio microphones and tv cameras are *there* when the news is made, and what they record is told *now* to the public. And what they record is the event exactly as it happens, not as some reporter may think it happens.

Admittedly, there is room for improvement in all endeavors, radio and tv not excepted. Mayhaps Mr. O'Hara will get the chance to improve the media he criticizes when Crowell-Collier moves into radio-tv. We have no knowledge of the condition of his palate (and by his own definition a hole in the head is no handicap), and although he doesn't appear fat enough to become part of a show, he might be a natural.



MORE

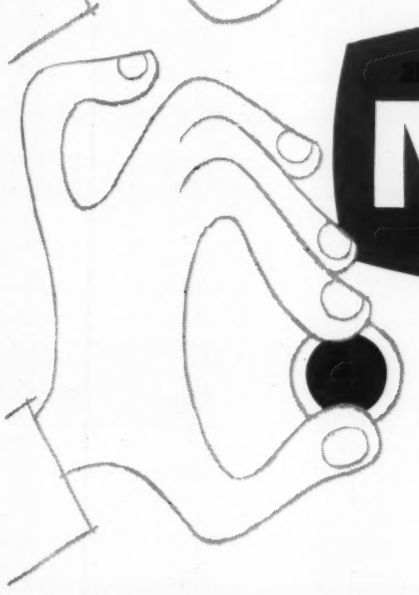
ENTERTAINMENT! CBS' Titan program fare augmented with the top ABC programs like Disneyland, Mickey Mouse Club, etc., is further fortified with the Top Rated locally produced shows such as the "Gil Newsome Show", "The Fred Moegle Show", and the "Recallit and Win" program.



and MORE

AUDIENCE! Channel 4 quite naturally takes the lion's share of the television audience in St. Louis! ARB and Pulse have consistently shown that KWK-TV enjoys St. Louis' largest audiences during all the regular time segments* thru-out the week!

*ARB—April, 1956; Telepulse, April (May) 1956.



and MORE

RESULTS! Offering the best in entertainment, plus the largest consistent audiences in each time segment, KWK-TV presents to its advertisers the largest most consistent sales potential . . . a potential that more and more advertisers are consistently turning to their sales advantage!

KWK TV CHANNEL 4 IN ST. LOUIS

CBS

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